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MAD

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print subscribers now get a FREE DIGITAL SUBSCRIPTION to MAD for

Departments

An apple a day keeps the doctor away — especially if you nail him in the solar plexus!



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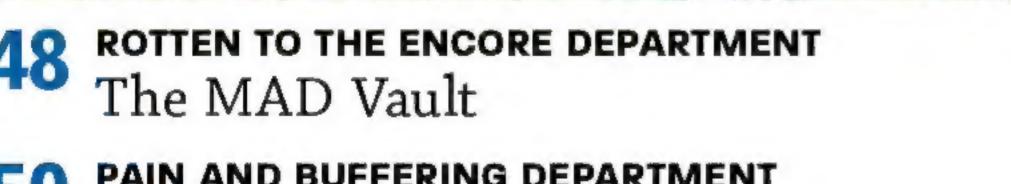




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ALL JAFFEE DEPARTMENT

Another Ridiculous Fold-In...Inside Back Cover

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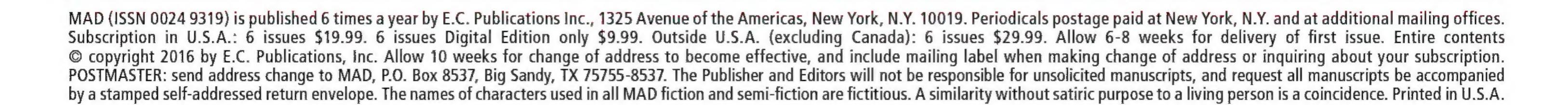
"Drawn Out Dramas" by Sergio Aragonés ...Various Places Around the Magazine





FRONT COVER ARTIST: MARK FREDRICKSON

BACK COVER IDEA: JEFF KRUSE



Letters and Tomatoes

A DATE THAT WILL LIVE IN MISERY

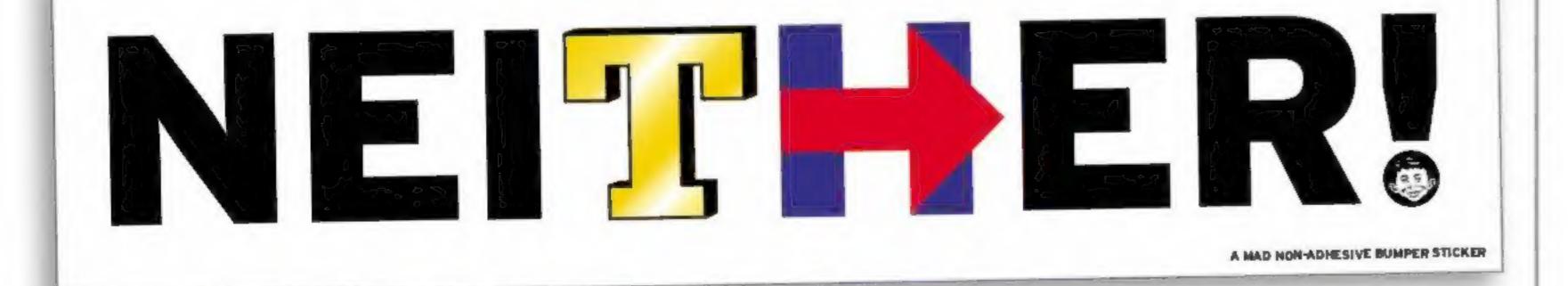
As cognizant as I am of the celebration intended for the anniversary of my singular literary feat, I beseech the MAD offices to allow my upcoming anniversary to pass with little fanfare. I am a humble man. As we approach issue #541, I ask for nothing but a moment of silence to remember the greatest of all letters to grace the pages of MAD Magazine — to be found in issue #241 (September 1983). Yes, 300 issues ago a 15-year-old named Jim Richter appeared in the letters page with his keen and biting witticisms regarding John Ficarra's "This is a Test!" from issue #239. To commemorate that golden letter 300 issues ago, I submit this letter — a letter I'm sure will be regarded by literary historians as being every bit the letter (technically now an email) of the former one. However, enough about me. Just remember, a moment of silence will suffice.

Jim Richter • Bloomington, IN

Jim Jong-Un — Sure, we *could* give your letter a moment of silence — but why stop there? We're happy to go the extra mile and never speak of your letter ever again! Happy anniversary, cupcake! And remember, mum's the word! —Ed.

READERALERT

We've got an assignment for you! See the "NEITHER" bumper stickers on the back cover? We want you to send in pictures of you displaying them at work, school, campaign headquarters and anywhere else you see fit to plaster them! Get creative — it would be more than we did! Just think — you'll get to ruin an issue of MAD AND your picture might be in a future issue (thereby ruining that issue as well)!



HEAL OR NO HEAL

In June I'm going to get a Furlow palatoplasty and I'd rather read a MAD magazine than get one of those and that's surprising to me. Whenever I get surgery I get something (like when I got *Call of Duty* after getting a small noodle camera up my nose), so I am stupidly going to ask for a subscription to MAD. Jeez I must have hit my head.

Matthew Beikman • East Liberty, OH

The Beik Shall Inherit the Earth — We're not exactly doctors — although Senior Editor Joe Raiola does perform the occasional back-alley hemorrhoid lancing (by appointment only — NO walk-ins!) — but if laughter really is the best medicine, even we know that a MAD subscription is the last thing that will help put you on the road to wellness. Hopefully your parents actually care about your well-being and have signed you up for a more respectable rag like Weevil Aficionado, Modern Rocking Chair, Toaster Oven Hobbyist or Dirt Wheels. Either way, we hope the surgery went well — send us some scenic noodle-camera photos when you can! —Ed.

ALFRED LOOKALIKE

Salvador and Adela Lawrence of Hillsboro, OR, recreated our *MasterChef Junior* cover from #436. We appreciate their dedication to such a quality imitation, but we recommend that parents keep sharp knives out of the reach of children. Actually, they should do the same with issues of MAD! We hope your first aid skills are better than your taste in reading material!



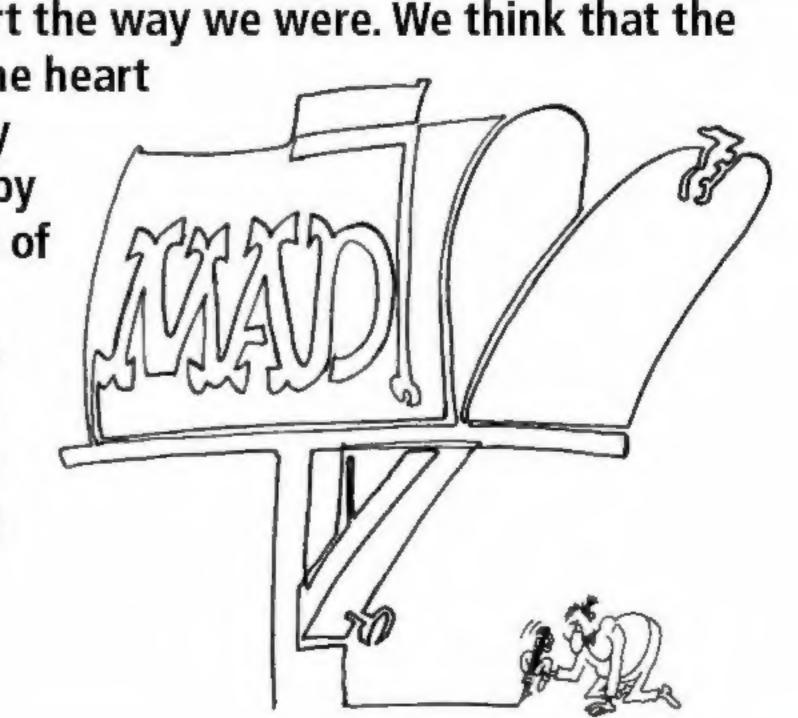
CRUSH HOUR

I could rant and rave about how I love your magazine, which I do. But I think y'all should know how I came to love your magazine, because I'm sure that it'll make you question me and whether or not you've officially ruined a person. I first saw MAD when it aired on Cartoon Network. At first I was skeptical, but then I saw Alfred. I felt the small sensation every fangirl gets when she sees her newest fictional crush. I watched every episode and started buying up the magazines every chance I got. I'm officially 16 and my feelings have stood their ground. Alfred is adorable.

Rebecca Howard • Burlington, KS

Howard the Schmuck — We can totally understand how you could develop such an attachment to Alfred. We fell hard for Mr. Peanut back when we were young and starry-eyed ourselves (this was in May 2015). Ultimately, we want to support young love, but we don't want you to get hurt the way we were. We think that the

saying "absence makes the heart grow fonder" might apply here, so we'll do our part by sending you official notice of a restraining order! They say nothing can stop true love — but we should be able to end whatever the hell it is you've got going on with Alfred! —Ed.



UPSIDE DOWNER

The other day I was flipping through one of your magazines and was quite confused by what I was looking at. All the words were jumbled and the pictures made no sense! A friend of mine then informed me that I was reading it upside down. I'm sure this confusion happens all the time with your readers. It would be nice if you wrote "This side up" and maybe some arrows on the cover to help people out. I'm just saying it's a little difficult for us MAD fans sometimes. Anyways, I continued to read the issue upside down and to my surprise I still enjoyed it.

Anthony Haddix • Mobile, AL

We've Haddix with You! — Instead of going through the torturous and costly process of completely redesigning our covers for a single mouth-breathing nincompoop, we're going to let you in on a little secret: your "friend" — frankly, we're skeptical such a person actually exists — is messing with you. The words were "jumbled" because most of our editors hold degrees in things like air conditioner repair and animal husbandry, and "the pictures made no sense" because, at the rates we pay, no decent artist will come near us! Enjoy the issue! —Ed.

IN(SANE) AND OUT

When I finally came out as gay two decades ago, I faced the stupidity and bullying of small-minded people. It was a challenging time. But nothing compares to the rejection and ridicule I face every time I come out as someone who reads MAD Magazine. On a recent flight to South Africa, I whipped out issue #539 and shamelessly flaunted it. Oh, the nasty looks and disapproving glances! Families with children recoiled, fearing I might convert and recruit their children to the MAD Magazine lifestyle. But I ignored the haters. I am Out and Proud as a lover of Alfred E. Neuman and the knuckleheads who pump out the filth you send me every month. Gay? Yeah, I was born that way. A subscriber to MAD Magazine? What could be queerer?

Peterson Toscano · Sunbury, PA

Under the Toscano Sun — We fully support the LGBT community and their crusade for equal rights. On the other hand, MAD fans are a group that we could not have less respect for! So while we fully back your journey as a gay American, when it comes to your quest for acceptance as a MAD fan, you are entirely on your own. It's the one and only group that everyone agrees should be persecuted! Thanks for writing! —Ed.

PROS AND CONFUSE

I am a longtime reader and this is the fourth letter I've mailed to you. The money and energy I have wasted on writing to you is lost forever, but I digress. In #538, as well as others, the MAD Departments go from 1 to 56 but only 21 departments are listed. Where are the missing departments and/or numbers?

Julio Rivera • Ridgewood, NY

A Rivera Runs Through It — This is a common problem for MAD readers, so hopefully we can now clear up any confusion once and for all. Our Contents pages list the page numbers ("1 to 56") of each issue's articles. Still with us? Good. Each article, in turn, receives its own department — so if there are 21 departments listed, that means that there are 21 articles in the issue. There are no "missing departments and/or numbers." Is this making sense? Dandy. Now — and this is the most important thing — if said issue contains a letter from Julio Rivera of Ridgewood, NY, that means that it's the most idiotic, time-wasting issue in MAD's 64 years of existence. Thanks for helping us make publishing history, Julio! —Ed.

CUTTING-OFF REMARKS

I have been subscribed to your magazine for about a year and a half now and I love it. But recently a problem has occurred with issue number 540. The problem is that there was a printing problem with my issue and it cut off some of the speech bubbles. I don't know if this is a part of the joke or a part of the magazine but I don't find it very funny either way. I hope you reply to this letter and tell me what those characters are saying, I paid good money for this piece of garbage you call a magazine.

Darby Smyth • Orton, CA

Darb-wire — Lucky you! You've stumbled upon a VERY special issue of MAD! We did a printing of limited-edition "Fan Appreciation" issues that cut off a lot of the dialogue balloons — the few lucky fans who tracked down these issues were spared from having to read a full issue of MAD! Imagine — fewer terrible jokes! Fewer awful puns! What a jackpot! These highly-collectible issues have already been called "worthless" and "a minor printing error"! Just our way of saying thanks! —Ed.

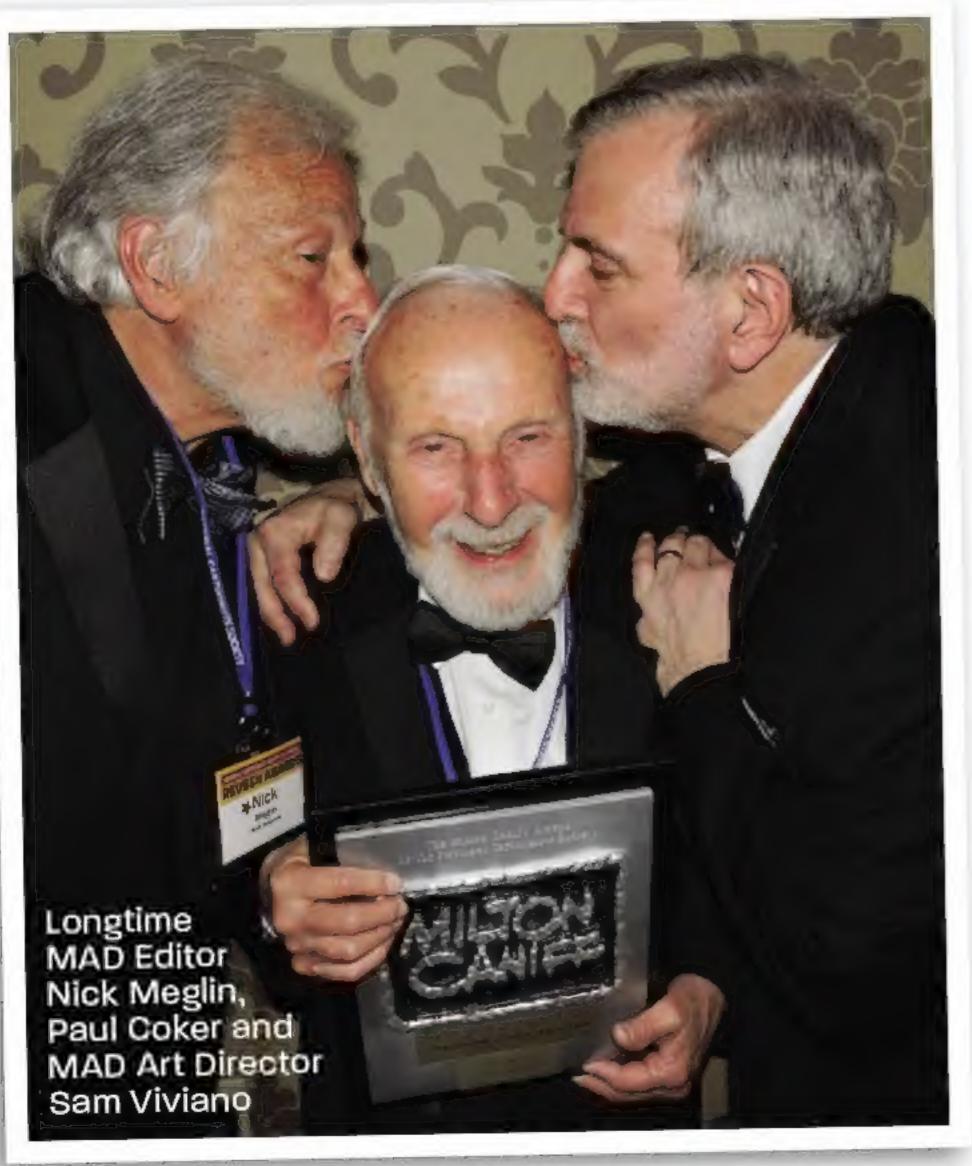


Photo: David Folkman

AWARDS TO THE UNWISE!

The words "MAD contributor" and "winner" are so seldom used in the same sentence — and with good reason! Yet, at the 2016 National Cartoonist Awards, two of "MAD's Usual Gang of Idiots" managed to beat the odds! Legendary MAD artist Paul Coker was honored with the Milton Caniff Lifetime Achievement Award! And MAD artist Anton Emdin won in every category in which he was nominated (Magazine Feature/Magazine Illustration, Newspaper Illustration and Advertising/Product Illustration) — a hat trick that's never happened in the history of the Reubens! Congrats, guys! You (briefly) broke the curse!



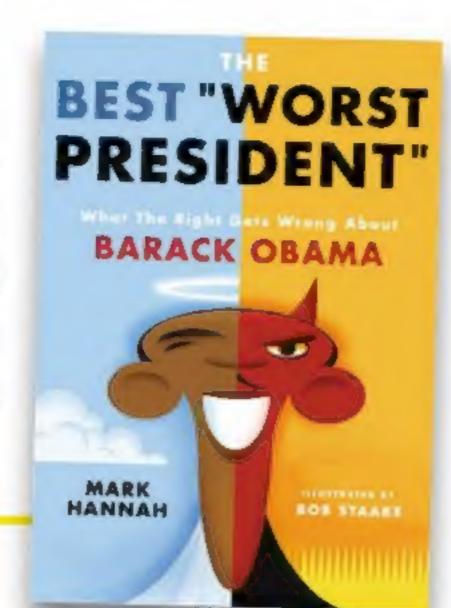
Photo: David Folkman

Letters and Tomatoes



READER ALERT

MAD artist Bob Staake has just illustrated a new book — The Best "Worst President": What the Right Gets Wrong About Barack Obama by Mark Hannah! Congrats, Bob! And congrats, people whose letters were published in this issue, because you'll be getting a free copy, thanks to our pals at Dey Street Books! U-S-A! U-S-A!



MASOCHISM APPEAL

I'm ten years old and recently started to read your magazine. This means I haven't lost very many brain cells. Yet. I think your magazine is absolutely awful. The weird thing is, I almost like the awfulness of MAD. I almost sort of crave the awfulness. I am thinking of what I can do to fulfill these cravings. Maybe I could rob an innocent civilian. Do you think voting for Donald Trump is a more legal option?

Julia Louise Tenzer Williams • New York, NY

Crown Julia — Seeing as how you're ten years old, voting for Trump wouldn't be a "more legal" option...or legal at all...but we salute your patriotic zeal! Still, if you find yourself addicted to the awfulness of MAD, we've got great news! You can get a subscription and get a regularly prescribed dosage of that awfulness! And you can buy MAD books (advertised in this very issue)! And you can go to madmag.com every day for online awfulness! We're here to help! And shamelessly self-promote! But mostly help! —Ed.

ORWELL THAT ENDS WELL

Unless you are willing to add some balance back to your watered-down political "humor," I will not renew my subscription. You were once the rebellious, shocking, culture-jamming outcast who held up the mirror to our culture's moronism, stupidity and self-absorbed, materialistic, robotic mentality. Now instead of parodying the "trigger warnings," "microaggressions" and "thought police" strangling our society, your humor is gentle, irrelevant, superficial and careful-not-to-offend those in control. RIP MAD, another magazine under the control of the thought police.

Name Withheld • Newmarket, NH

Ann Nonimus — We're saddened to hear that you think we've become a hollow shell of the robust, "culture-jamming" force we once were. But you should know that this shift towards gentle irrelevance has nothing whatsoever to do with any so-called "thought police"! It's certainly not as if each of us has a six-foot tall, black-clad "content adviser" with an earpiece and a truncheon peering over our shoulders all day, every day, monitoring what we're writing, saying and to a degree, thinking! That's certainly not the case! Do you honestly think that such savage, cutting pieces as "A MAD Look at How Yummy Mayonnaise Is" and "Signs You're in a Neat-o Shopping Mall" could've been produced in such an environment? No way, Jose! Things have never been free-er here in paradise! —Ed.

THE NIETY FIFTY

It's time for another round of Ed's Nifty Fifty! Get a picture of one of these highly-desirable celebrities holding an issue of MAD, and when we print it, you'll get the sweet, sweet reward of a two-year subscription to MAD! Just send your non-returnable photo via snail mail or email (letters@madmagazine.com). Toil away, you cheapskate amateur paparazzi, and help us spread the MAD name far and wide!



Cleveland Jesus LeBron James

- Crazy-Chucklin'
 Chewbacca Mom
- Ball-Squeezing Tom Brady
- Trump-Lovin' Megyn Kelly
- The Unbreakable Ellie Kemper



Brexiting
Muppet
Boris Johnson

- Notoriously Canadian Drake
- Any of the Chris's —
 Evans, Pine or Pratt
- Hulu's Own Mindy Kaling



Female Ghostbuster Leslie Jones

- Non-female Ghostbuster
 Bill Murray
- Key and/or Peele
- Desert-Drivin' Tom Hardy

Curmudgeonly Candidate
 Bernie Sanders



Amy Schumer, Preferably Outside

- Dragon Lady Emilia Clarke
- Star Wars Newbies
 Daisy Ridley and

 John Boyega
- Tough Cookie Taraji P. Henson



Dwayne "Don't Call Me 'The Rock'" Johnson

- The Scandalous
 Kerry Washington
- Tiny Cat-Eared Person
 Ariana Grande
- Taryn "Pennsatucky" Manning
- Waverly Place Wizard
 Selena Gomez



Maniacal Margot Robbie



Rich Nerd Elon Musk

- Potentially Evil Rich Nerd Mark Zuckerberg
- Professional Eyebrow-Haver Krysten Ritter
- Little Dancing Man Bruno Mars



Redneck Ruffian Norman Reedus

- The One with the Hair, Harry Styles
- Mark Ruffalo (The Ruff!)
- Deadpool Ryan Reynolds



Kendrick Lamar, Busily Pimping Butterflies

- Ben Affleck, sports commentator
- Bee Sting-Ridden
 Gwyneth Paltrow

Charming Manchild
 John Mulaney



Feminist Canadian
Fancyman
Justin Trudeau

- Semi-Hemi-Demi Lovato
- Hamilton Ham
 Lin-Manuel Miranda
- Karaoke Enthusiast
 James Corden



Adele (no last name given)

- Music Peddler Anna Kendrick
- DJ Khaled Holding the Keys to Success
- Sofia Vergara Without Her Head & Shoulders Bottle
- "Damn Daniel" Daniel



Michelle Obama and Her Gun Show

THE DATING SHAME

I have recently started dating, post-divorce, and I felt it necessary to let my new girlfriend read a copy of MAD magazine. I have been collecting them since I was 13 (I'm 34 now), and seeing as MAD has been a huge part of my life, I wanted to give her a peek at what MAD is all about. My issue is that my girlfriend spilled coffee all over issue #539. I tried to explain that she increased the value of the issue exponentially and not to worry about it. However, she felt it necessary to buy me a new one. So, not only did she read the issue, she did not grasp how worthless it is and she spent more money on another copy of MAD! How should I explain to her what she did was just downright silly? Also since she read the copy of MAD and didn't run to the hills, would that mean she's a keeper? Thanks MAD!

Erik Stoneham • Rochester, NY

Rolling Stoneham — It seems that your post-divorce dating career is off to a disastrous start! Not only is your girlfriend a rock-handed clumsypants carelessly spilling coffee all over greater Rochester — it sounds as if she doesn't listen to a word you say. Most damning, she can't seem to grasp the deep, deep crapitude of her new beau's favorite magazine! Is there something wrong with this woman? Wait, why do we even bother asking? Of course there is, if she's dating a dribble-chinned numbskull like

you! By all means, keep her — you guys are two moronic peas in a pod!

Thanks for writing! —Ed.

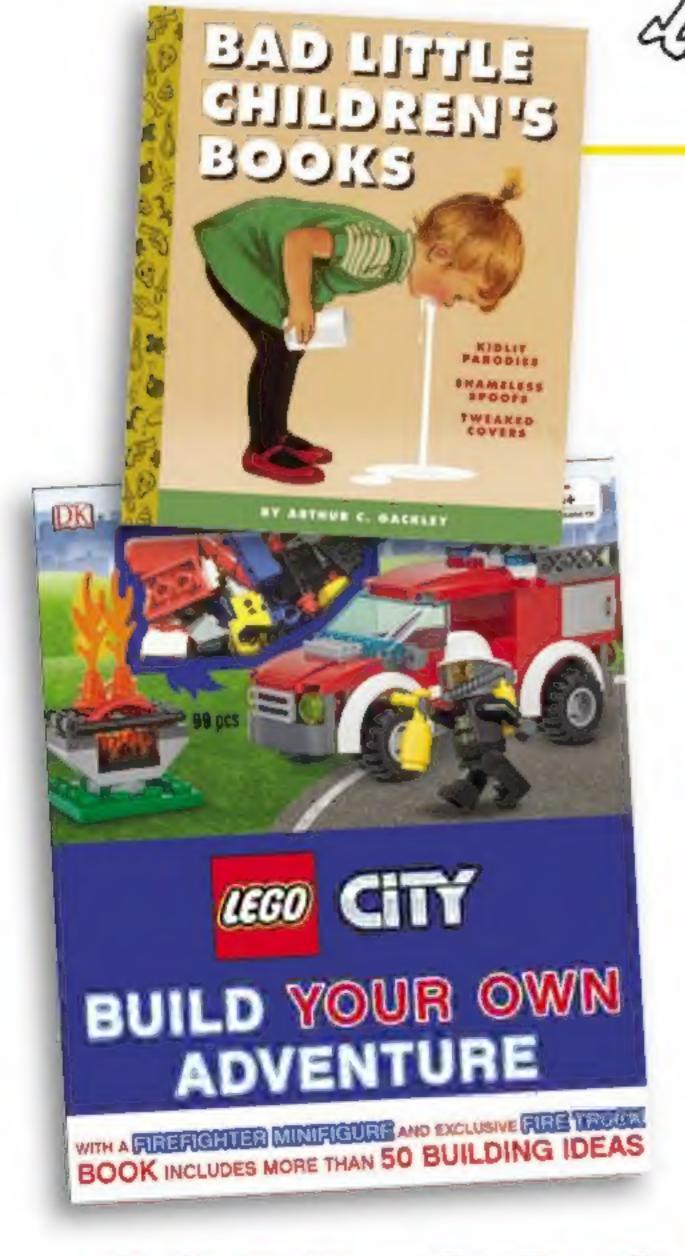
CORRECTIONS

We make mistakes all the time. Its kind of our thing! (See, we just used the wrong form of "it's"! What's wrong with us?!?!) So it's with great regret (but no real surprise) that we admit to messing up some stuff in our last issue. In "Star Wars Planet or Antidepressant" it should have had Jeff Kruse credited as the writer. Additionally, Kit Lively should have been credited as the co-writer for "Patience Man." We also accidentally ran the same marginal on pages 17 and 26. (But they're small, so why not have two?)

FOLLOW MAD ONLINE!

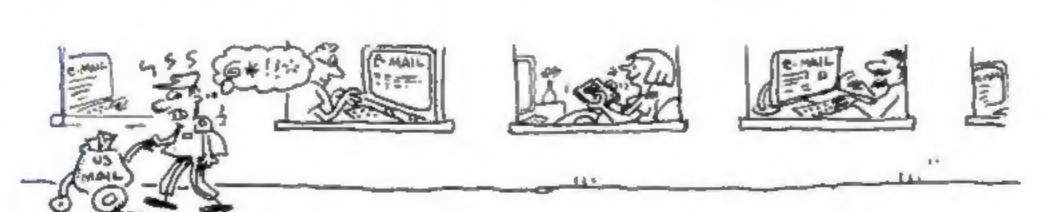
Looking for a way to waste time AND open yourself up to public ridicule? You're in luck! You can do both simply by liking us on Facebook and following us on Tumblr, Twitter and Instagram! It's a perfect plan! (Except for the ridicule - but that's your problem, not ours!)





READERALERT

Did you have a letter printed? Hoooo-wheee — it's about to rain cupcakes, chum! You'll be receiving Lego City: Build Your Own Adventure, courtesy of our pals at DK Children; Bad Little Children's Books by Arthur C. Gackley, from our buds at Abrams Image; The Beatles: Six Days That Changed the World, from our amigos at Rizzoli; and copies of Gotham: The Complete Second Season AND DC Super Hero Girls: Hero of the Year, from our compadres at Warner Home Video! Write to us and we may send you stuff! We're literally rewarding stupidity!



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Hank Kanalz Senior VP - Editorial

Strategy & Administration

Diane Nelson President





MAD #542 is on sale October 11th!

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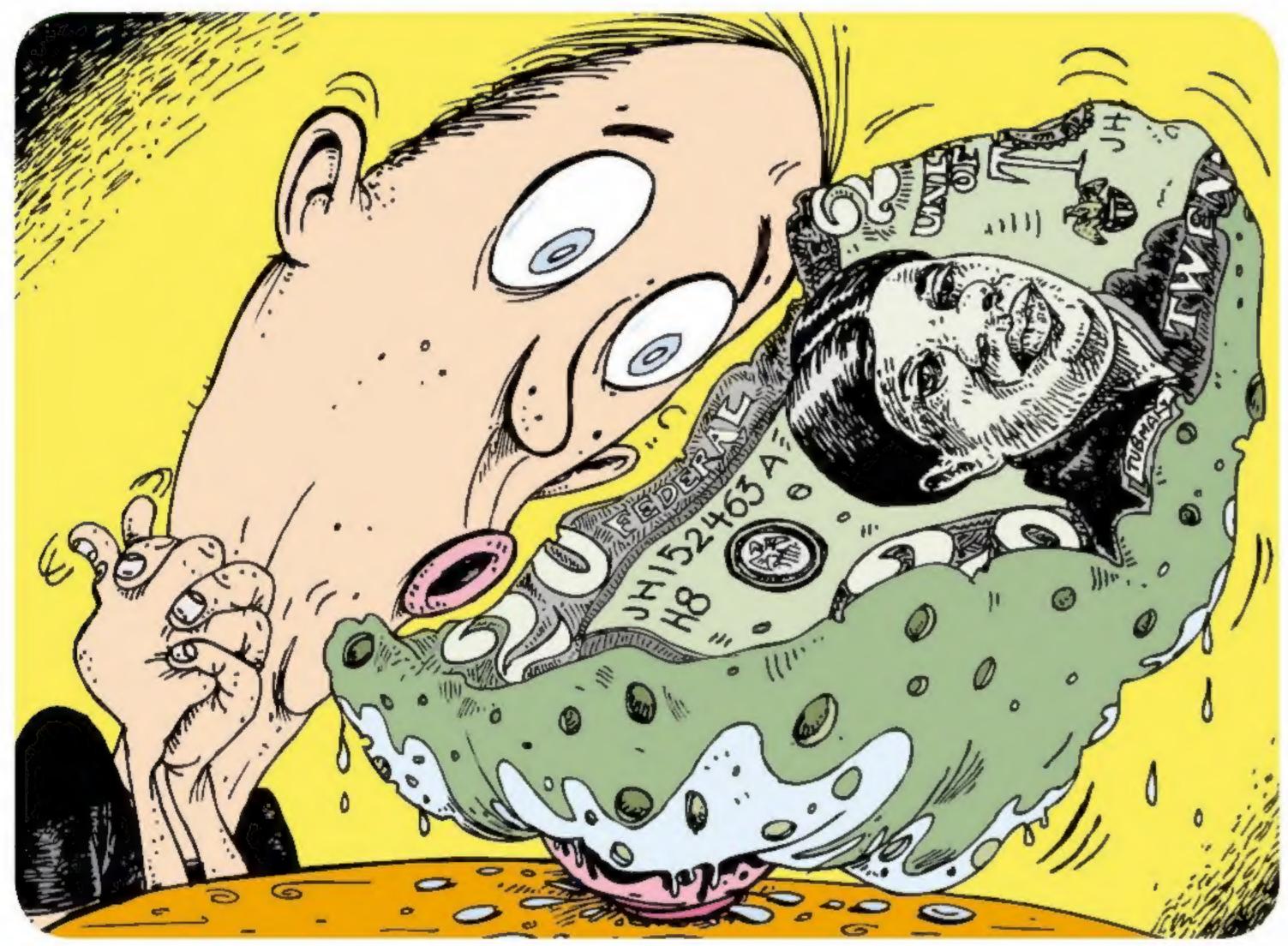
VISIT US ONLINE! MADMAGAZINE.COM

THE FUNDALINI

The Fast Five

OTHER CHANGES IN THE NEW \$20 BILLS

- 1 One out of every 100 bills will feature Tom Brady's autograph instead of the U.S. Treasurer's
- 2 "In God We Trust" will be printed in slightly lighter ink, proving once again how secular progressives are taking over this country
- 3 Watermarks that, when held to the light, reveal if you've won free fries, a Big Mac or even a new car in the McDonald's *Monopoly* sweepstakes
- 4 Instructions for fun origami projects are listed on the back
- 5 It swells into a giant sponge when placed in water

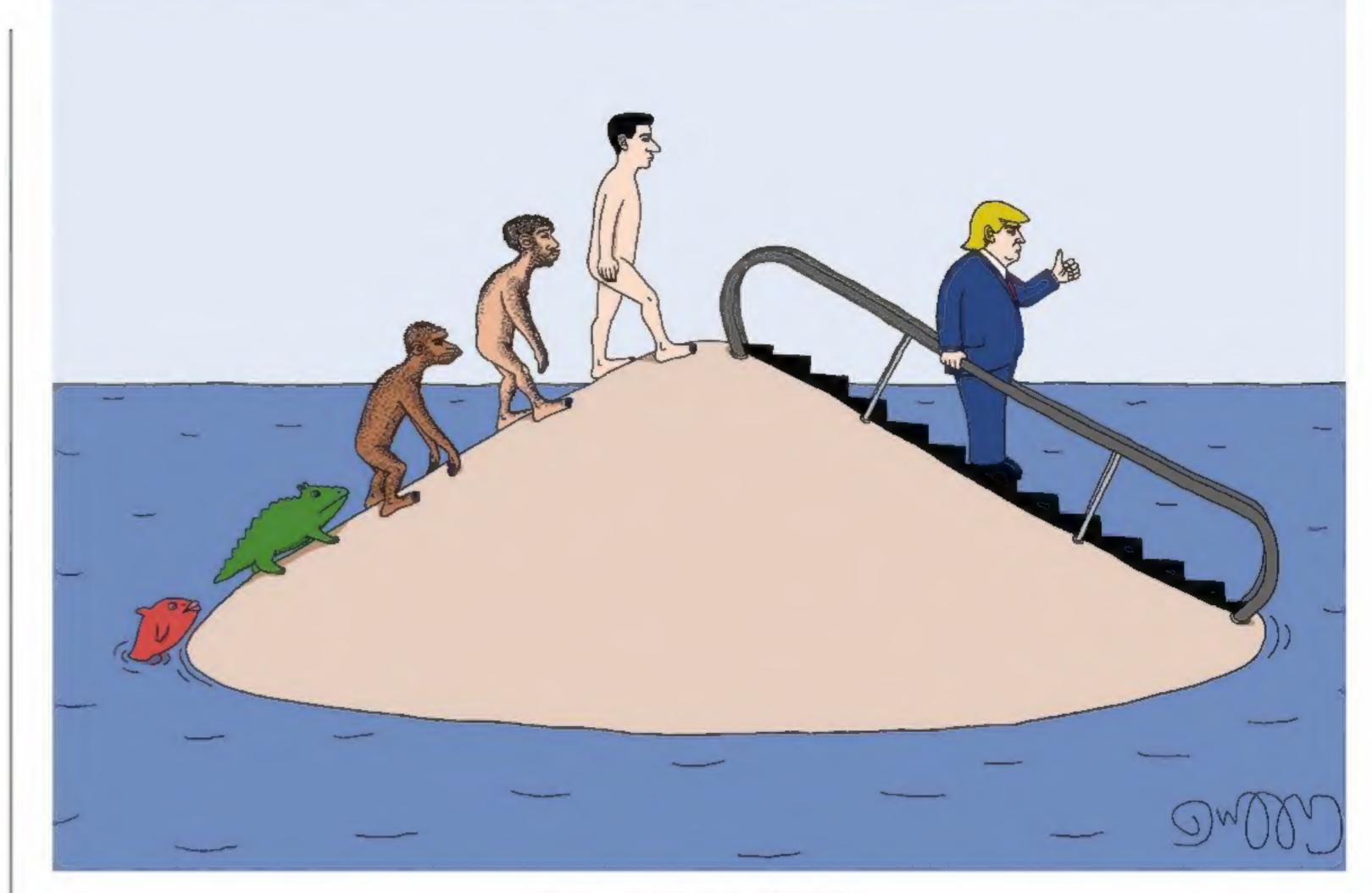


Writer: Jeff Kruse Artist: Kevin Pope

Hillary Clinton Celebrates Her Victory



When the Going Gets Duff

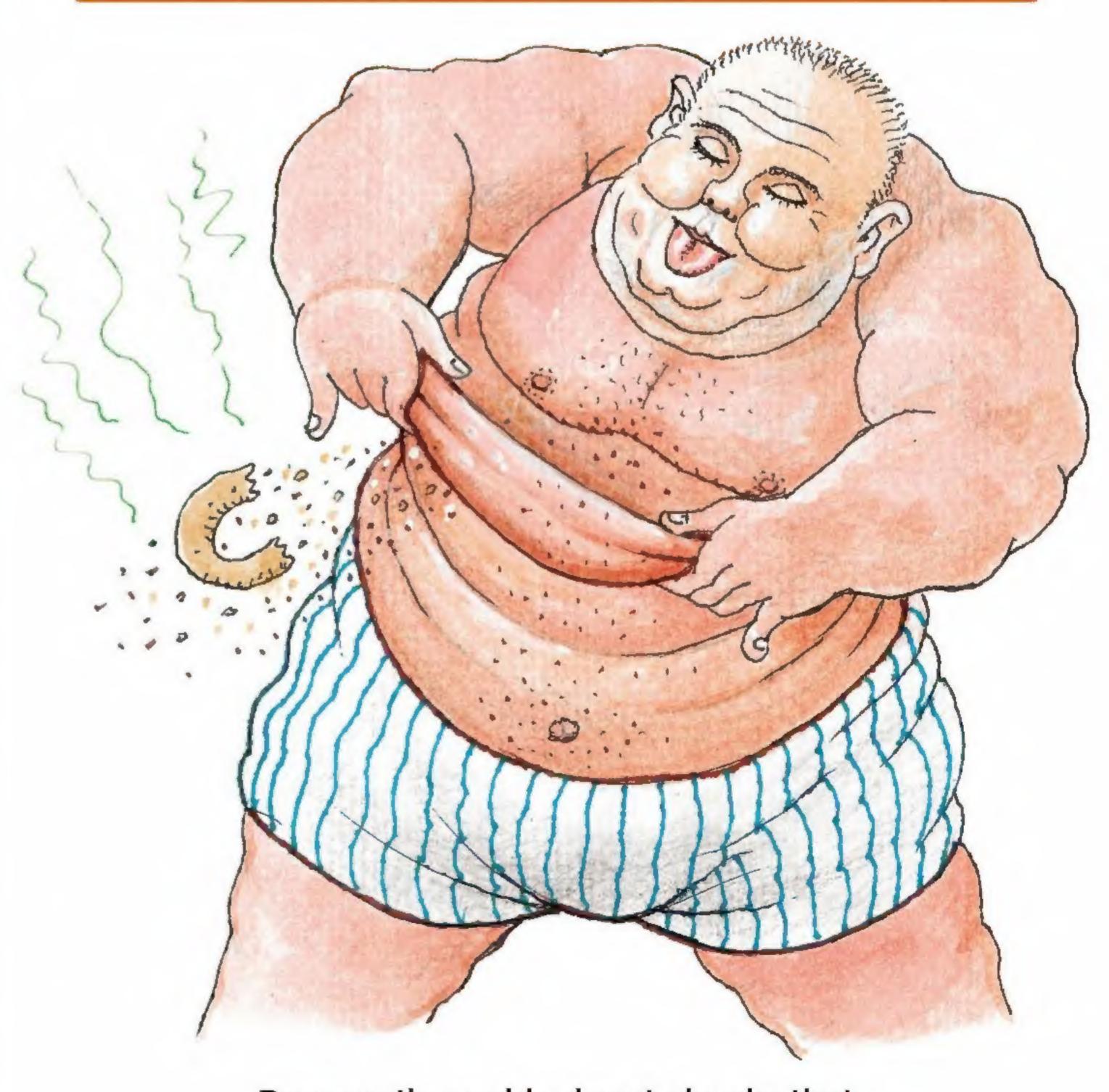


Writer and Artist: J.C. Duffy

WAYS TO CELEBRATE NATIONAL DONUT DAY

When you order spaghetti at Olive Garden, demand that they swap out the meatballs with Munchkins

Stand in Krispy Kreme's parking lot, shouting to the heavens through a donut-stuffed mouth, "I have Diabetes, but Diabetes doesn't have me!!!"



Remove the moldy donut chunks that got stuck between your folds *last* Donut Day

Properly inflate the donut tire in your trunk (This line submitted by AAA)

At the stroke of midnight, lay a lone, heart-shaped jelly donut at the grave of Tim Horton

Pagaes

Overheard Outside of Chewbacca Mom's Car



The Startling Similarities and Differences Between HARAMBE THE GORILLA AND DONALD TRUMP



| | HARAMBE | TRUMP |
|---|---------|-------|
| Capable of human reasoning | | 0 |
| Known for flinging own feces when upset | | Ø |
| Head covered with lustrous simian fur | Ø | Ø |
| Renowned for a cogent understanding of foreign policy | | 0 |
| Mates with a partner for life | | 0 |
| Best kept in a high-walled cage | | S |
| Is bumming America out this year | (| (3) |

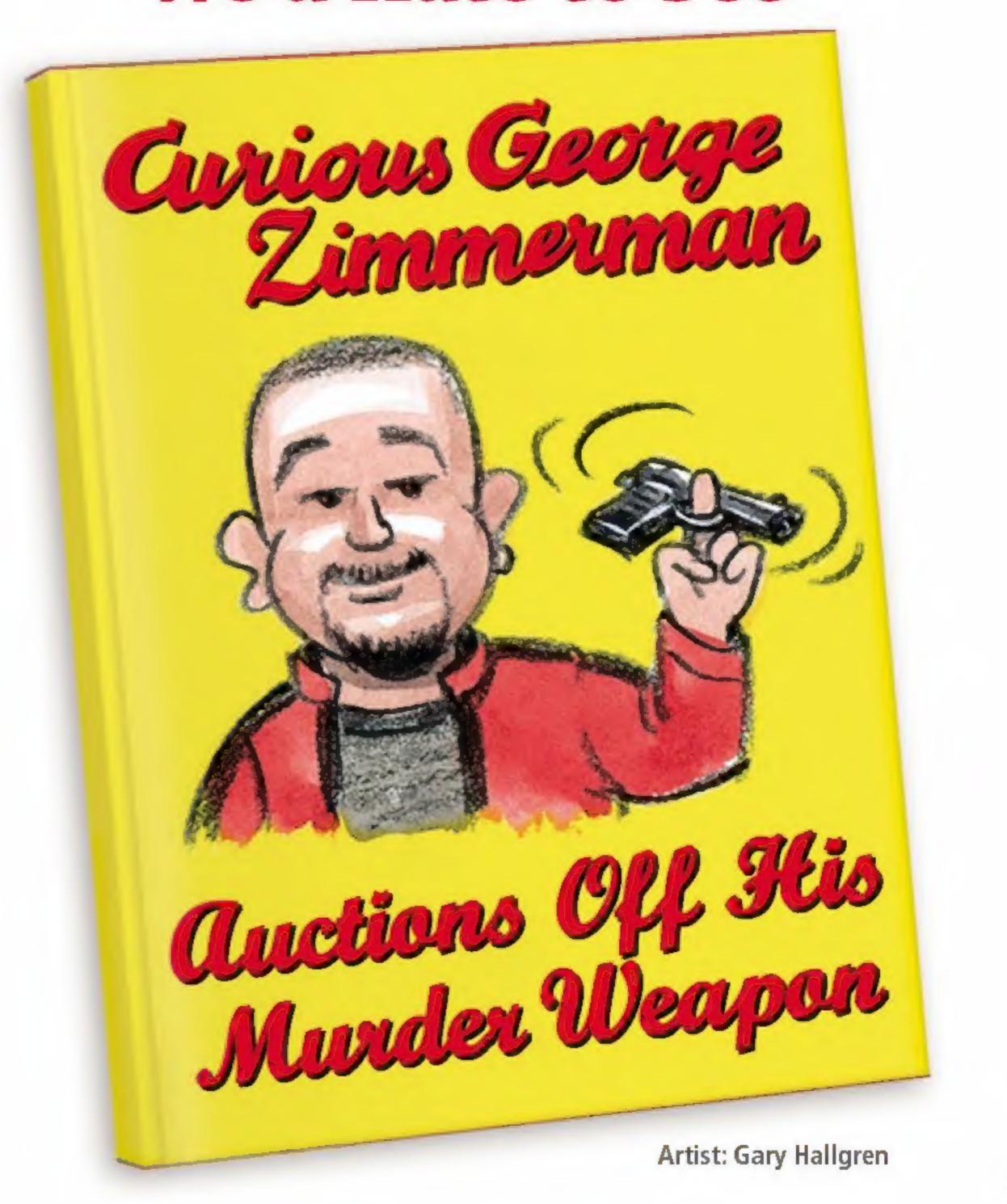
Artist: Stephen Silver

All You Need is Lubchansky



"MY LIFE IS BASICALLY A NIGHTMARE,
BUT THE OMELETTES ARE AMARAAAAZING."

A Children's Book We'd Hate to See



THE FUNDalini Pages

People Who Actually Should Be Banned from Public Restrooms



Anyone who's ordered from the Taco Bell breakfast menu in the past 14 hours



Men who pee like they were blindfolded and spun around three times beforehand



Overproductive multitaskers who view this biological downtime as the perfect opportunity to knock out a few conference calls

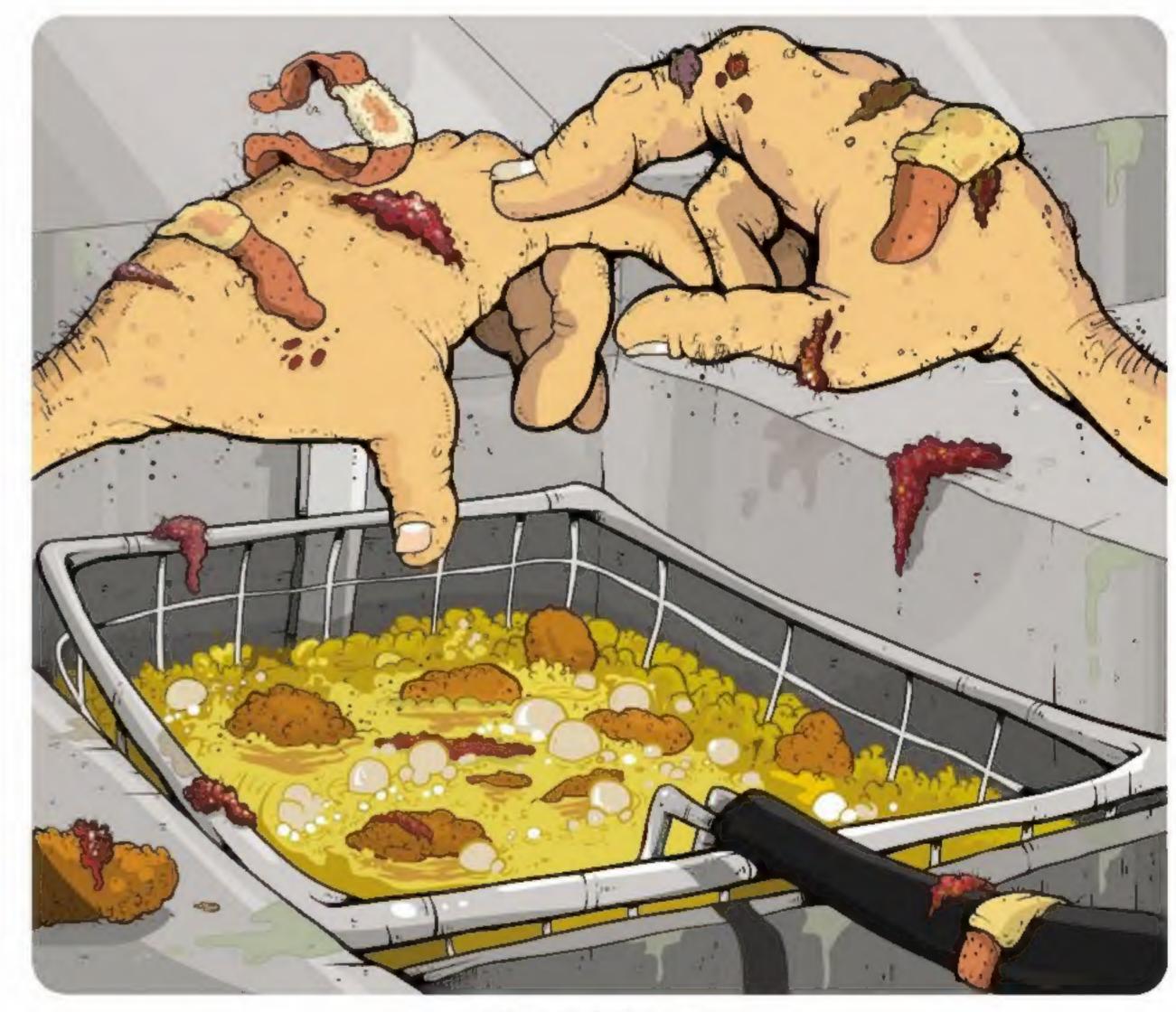


That dude who only uses his elbows to touch things, as if he's scrubbing in to do an organ transplant as soon as he leaves the IHOP

The Speedy Six

WAYS MCDONALD'S IS MAKING MCNUGGETS HEALTHIER

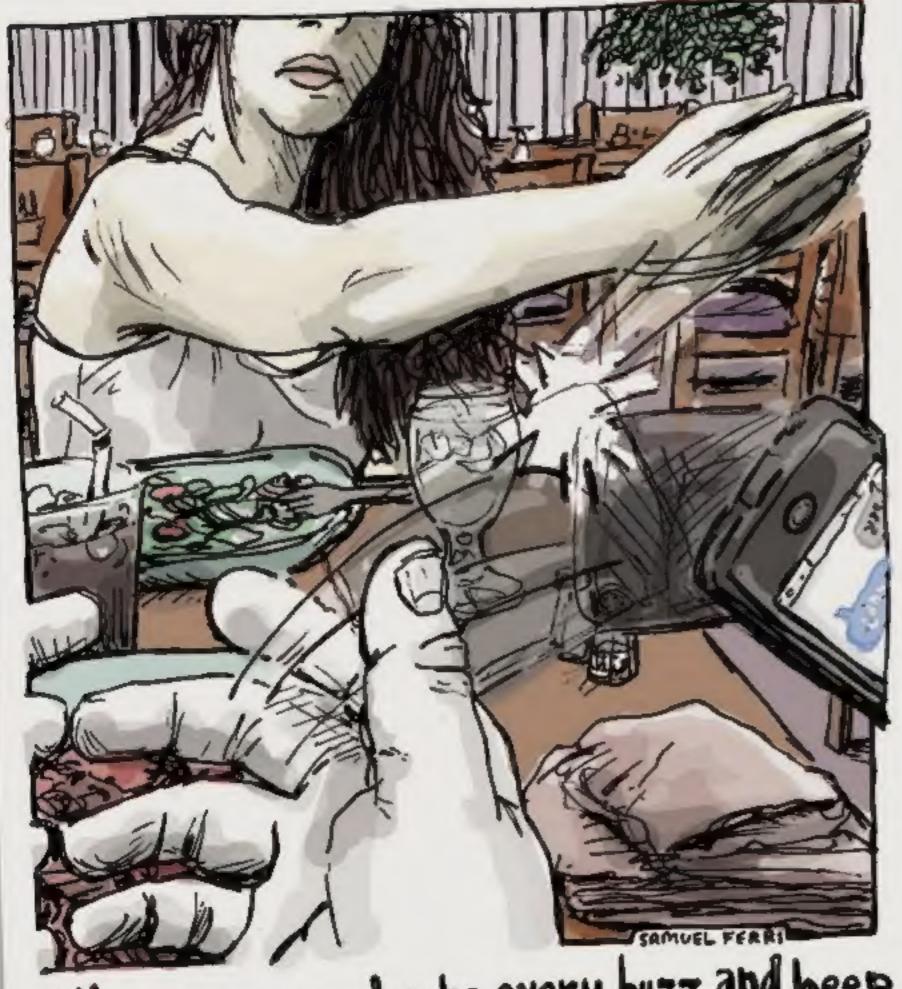
- They'll be served with an easily-disposable slice of cucumber
- 2 They'll now be made with organic sodium acid pyrophosphate
- 3 They'll be shaped to look like line-caught Alaskan salmon fillets
- 4 The preservative TBHQ will now contain 15% less Q
- 5 Starting in 2018, only half of the water used for processing will come from its primary source in Flint, Michigan
- They'll be making damn sure that Gary stops picking his scabs by the deep-fryer

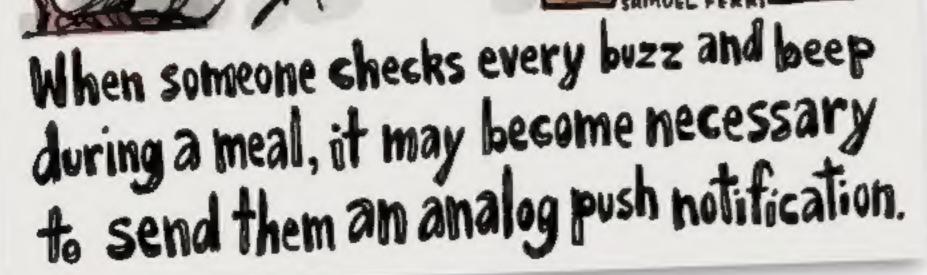


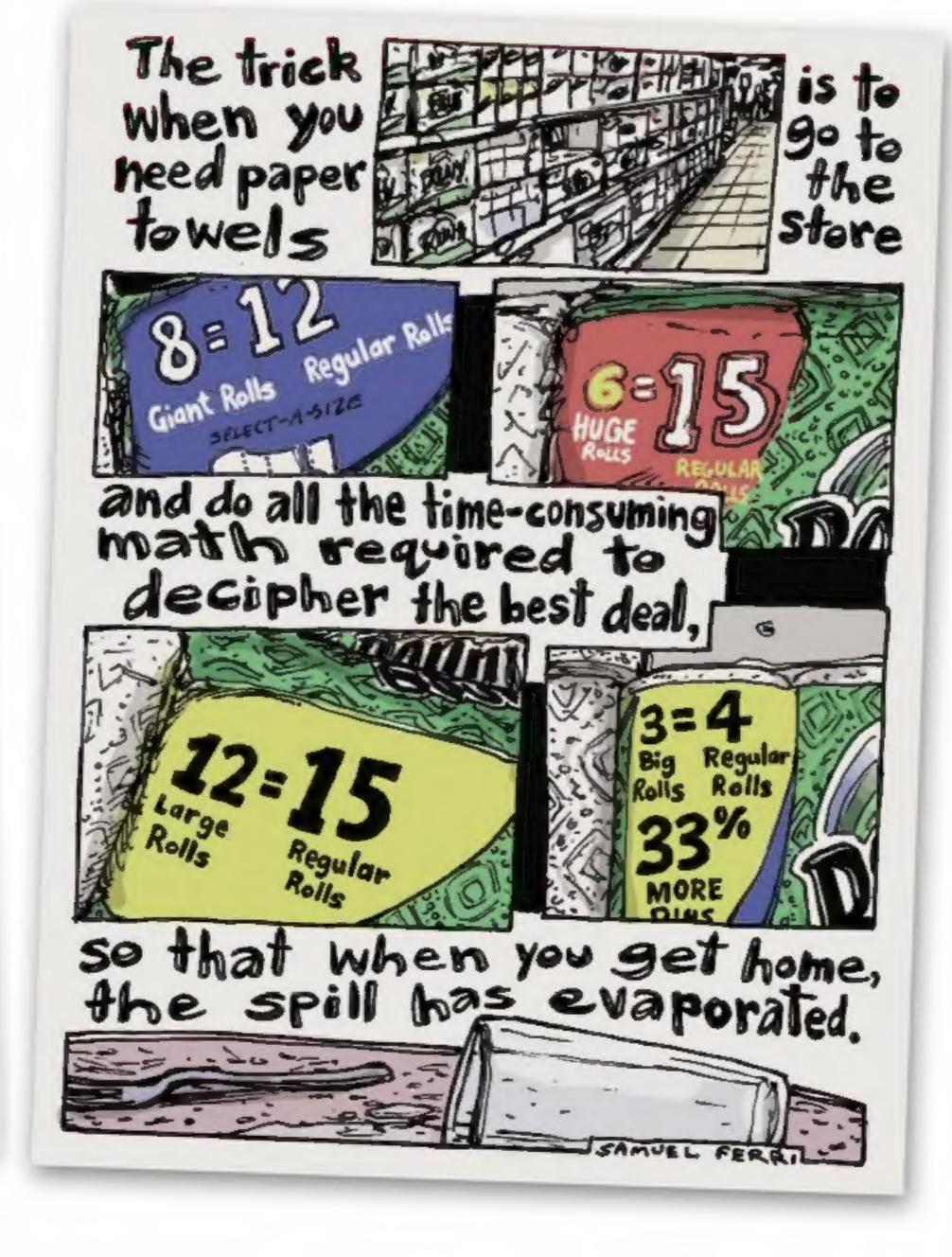
Artist: Josh Mecouch

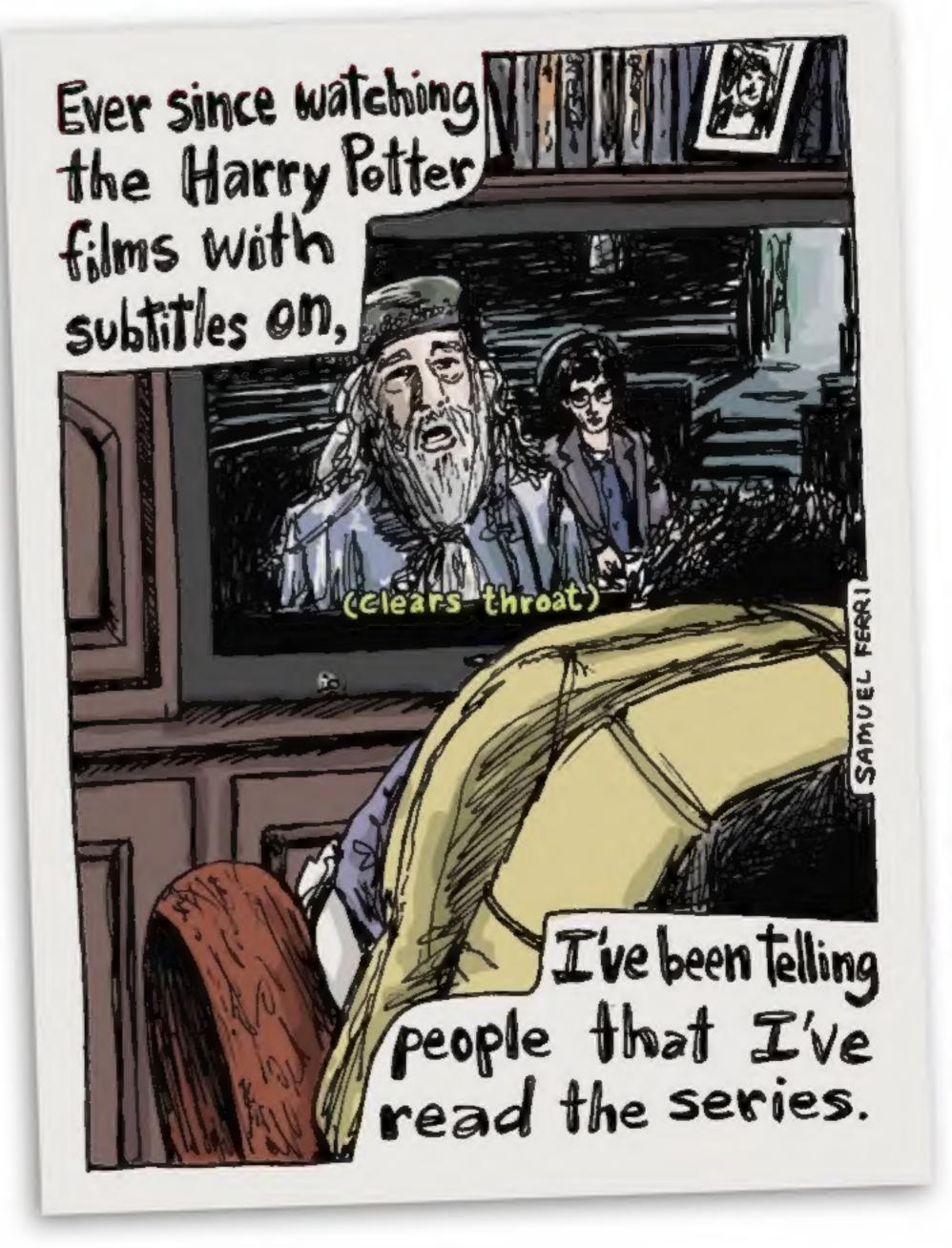
Writer: Kenny Keil Artist: Paul Coker

Samuel Ferri's Misconnected Moments









Writer and Artist: Samuel Ferr

LOSING HAS A NEW FACE | Compare the compa

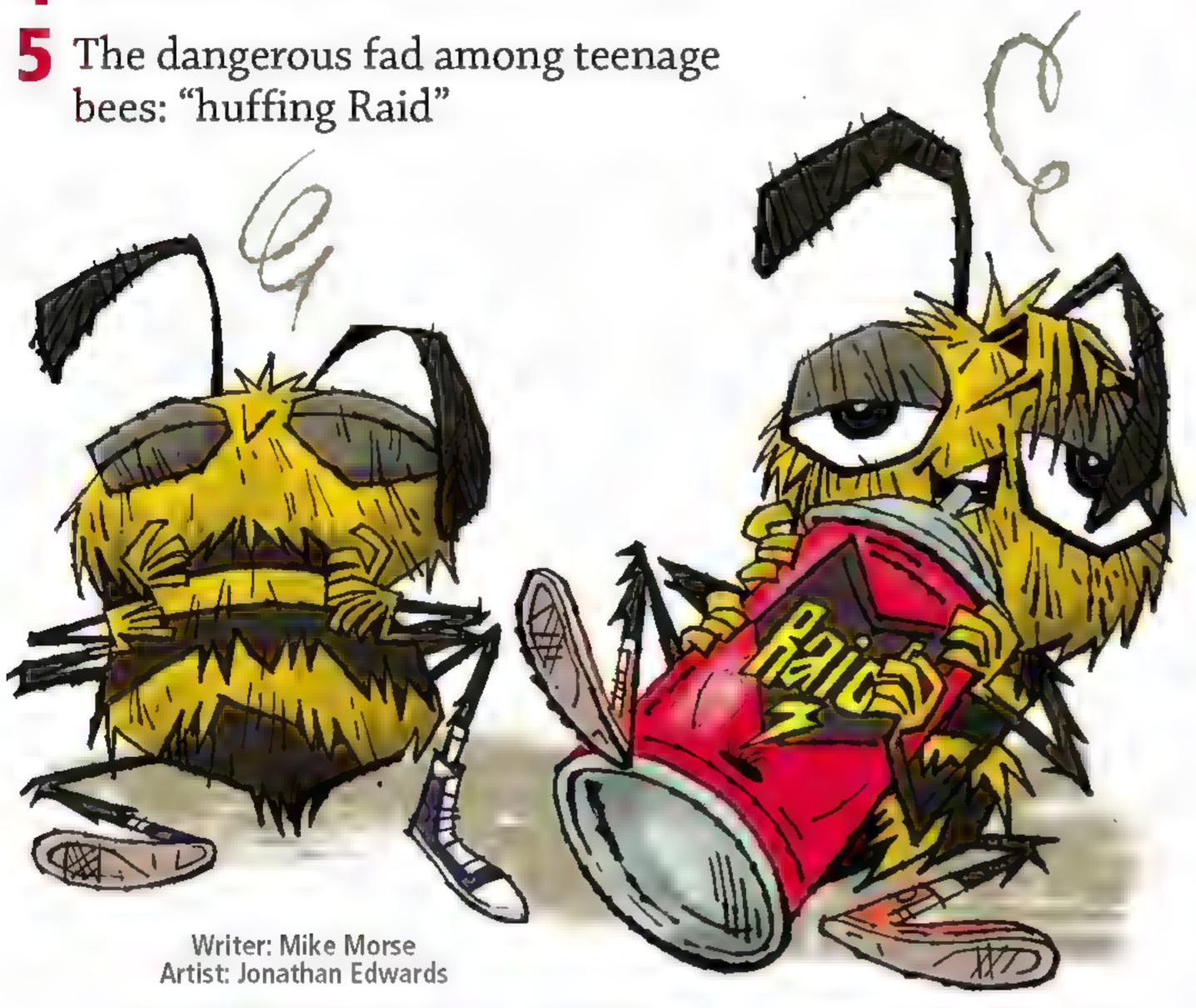


THe Fundalini Pages

The Faster Five

WHAT'S REALLY KILLING OFF THE BEES?

- 1 Extremely lax gun laws in the bee community
- 2 Drinking and flying
- 3 Overwork, due to non-union hives
- 4 Killer bees. Duh!



ATRUMP UNIVERSITY POSTER WE'D LIKE TO SEE



Critics' Blurbs for Terrible Kids' Books

With her detailed descriptions of castles, royalty and the make the make the you believe there is such a place as England.

"The best manual about lock-picking written for middle schoolers in quite some time."

"Will they catch the thief? With the Brainless Moron Detective Agency on the case, there's no guarantee!"

Writer: Jeff Kruse "If you have a horse-loving little girl who enjoyed timeless classics like The Yearling and Black Beauty, maybe you should skip this depressing tale set in a glue factory!"

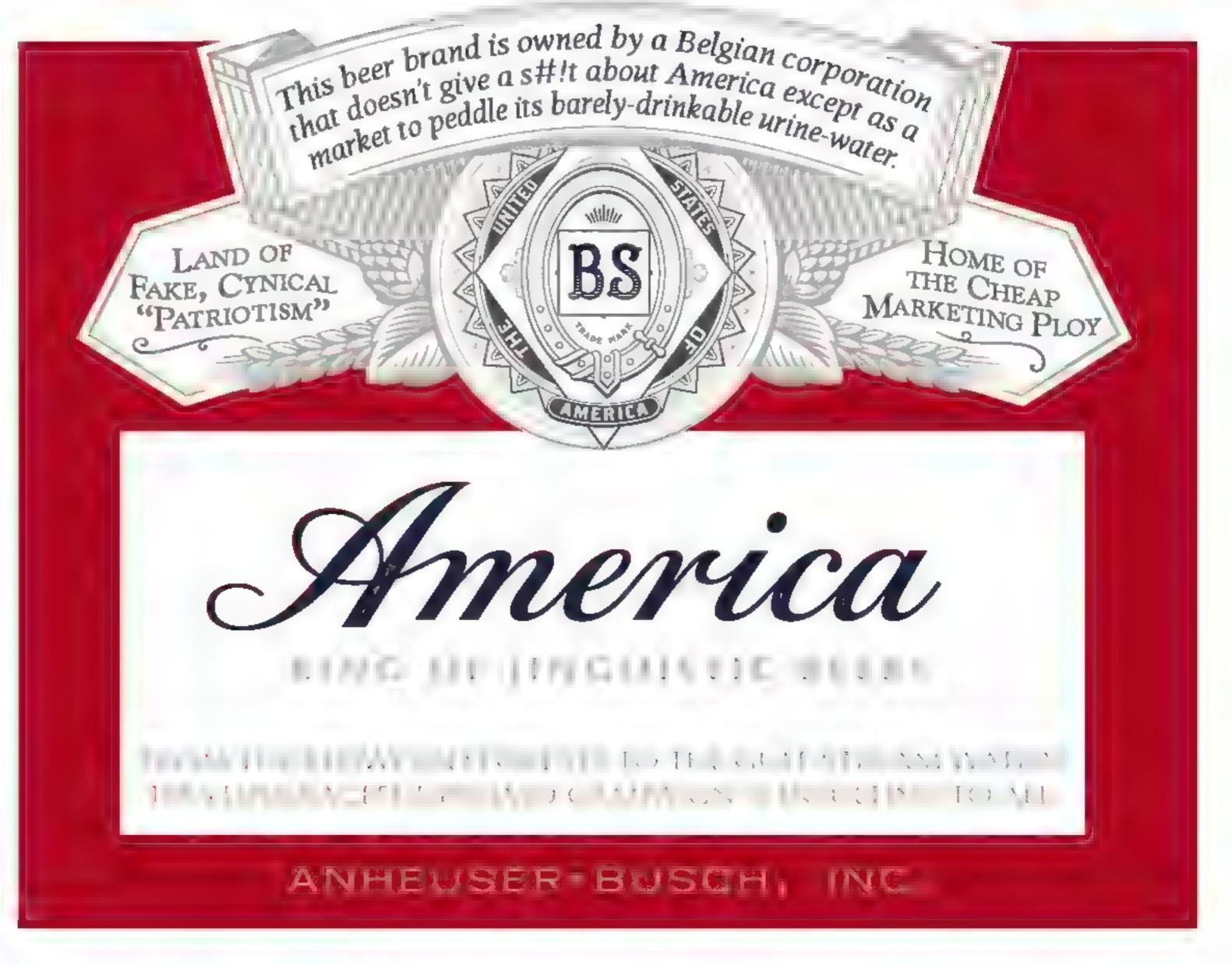
Save the Dator



"SORRY ABOUT THIS - I DIED AT A COSTUME PARTY."

Writer and Artist: Joe Dator

A More Truthful Budweiser "America" Redesign







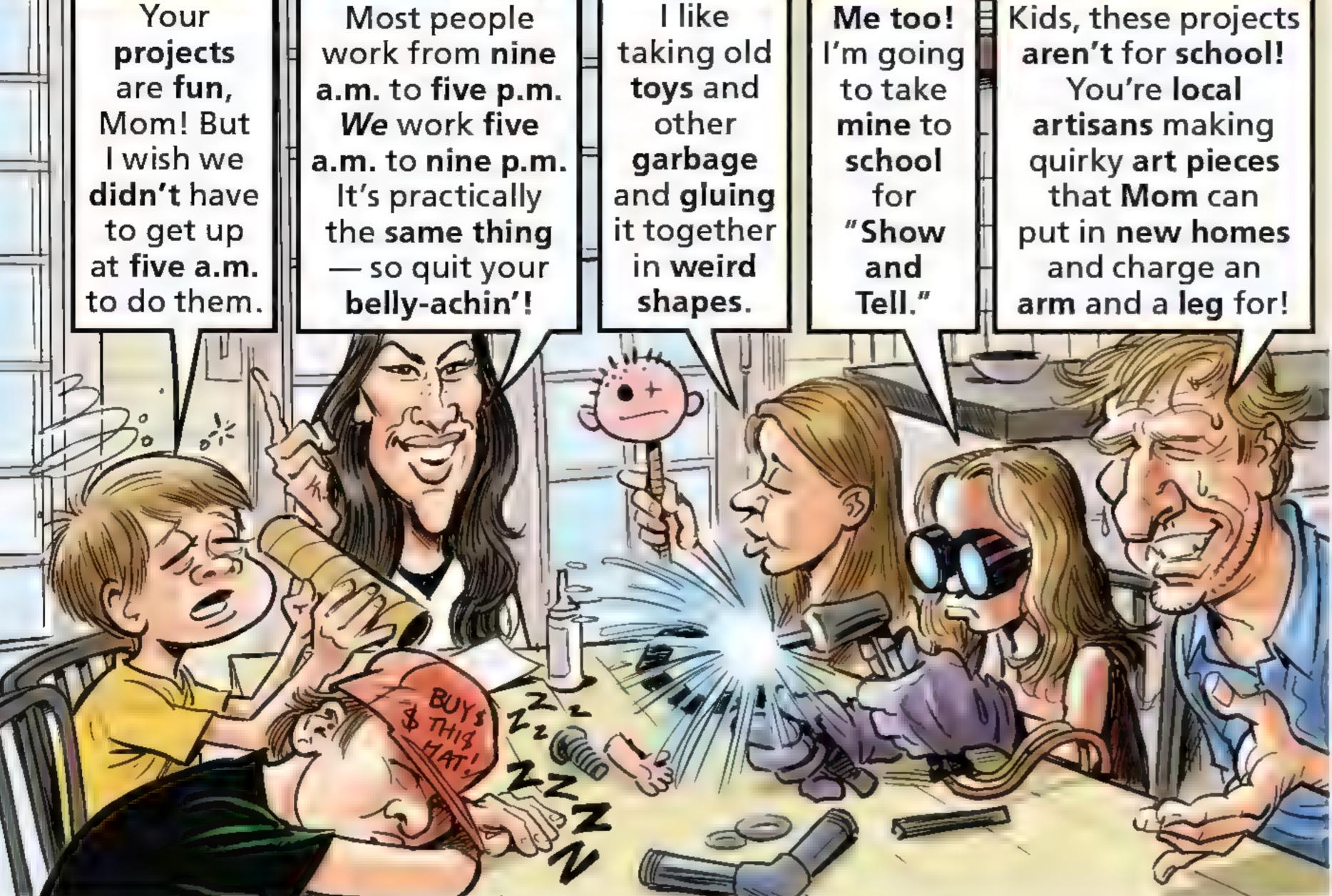
Until recently, most people avoided Waco, Texas. After all, in 1993 it was the site of a massive shootout with a religious cult. And in 2015, it was the site of a massive shootout with a motorcycle gang. But now, there's an even better reason to avoid this town: a husband-and-wife home restoration team that's pumping new life into dilapidated houses...while pumping big cash into their own wallets. HGTV is banking on the fact that they're so cute and funny you'll never even notice that they're...

FIXER+HUCKSTERS

I'm Flip Games. My wife Go-Go and I take the worst houses in the best neighborhoods and we turn them into our dream homes. Whether the finished project is our clients' idea of a dream home is inconsequential. Who cares?! The important thing is, we're fun! When we show homes to prospective clients, we give each of them a cute name so we'll all know which home we're talking about later on. For example, we call the house behind me "Blue Boy." I know it's all pink, but something you'll quickly learn about us is that we may be cute and quirky, but nobody ever said we were smart!

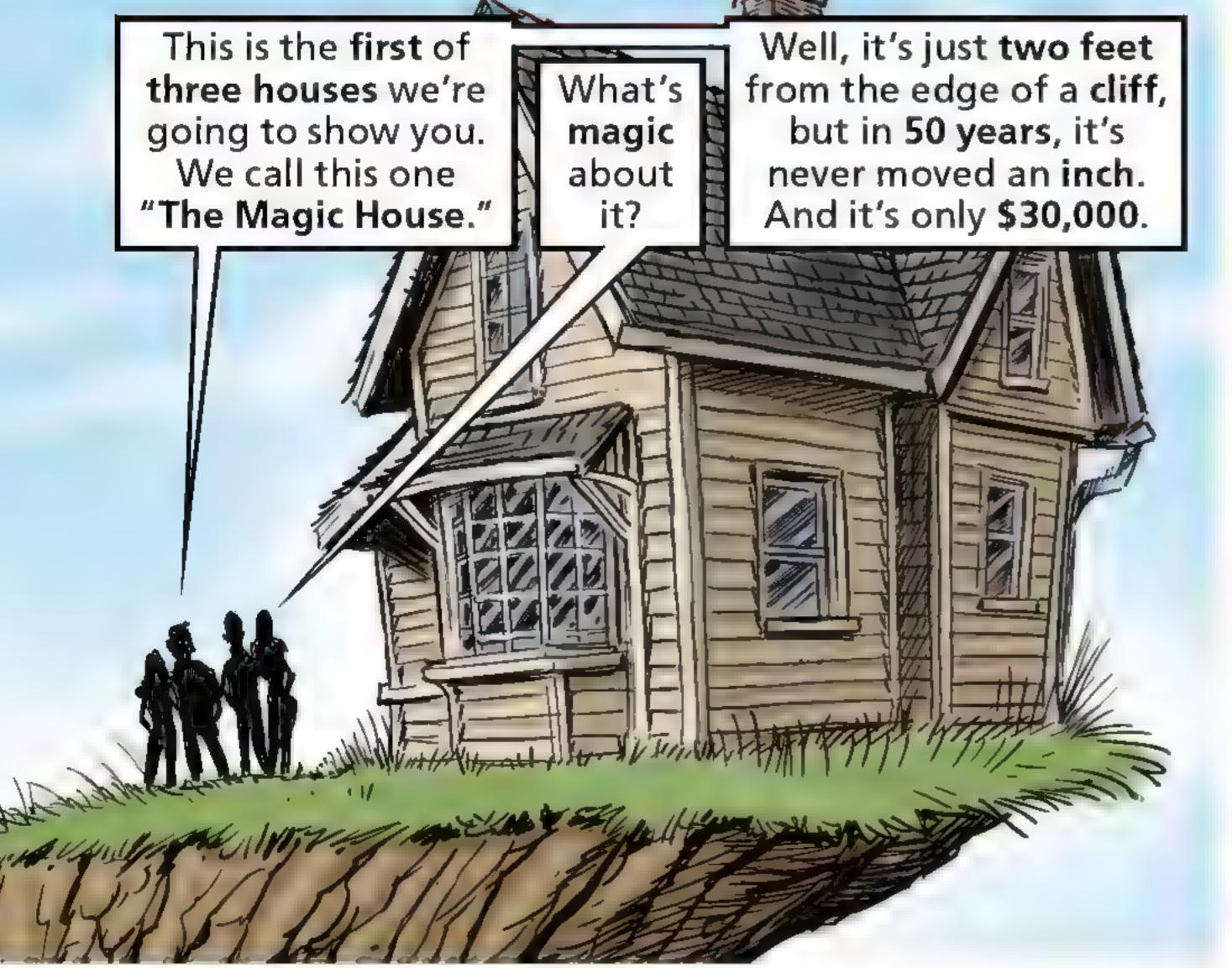
I'm Go-Go Games. I get up at four a.m., milk the cows, feed our goats, feed our sheep and feed our cats and dogs. Then, if time allows, I feed our four kids! As for our business, Flip and I seek out couples who have the guts to take on a fixer-upper. That's the easy part. Much harder is finding couples who have the guts to put up with our syrupy, kissy-kissy clowning while we blow their hard-earned life savings! How successful are we? Let me put it this way: in our newest buildings, we're using cash for insulation!

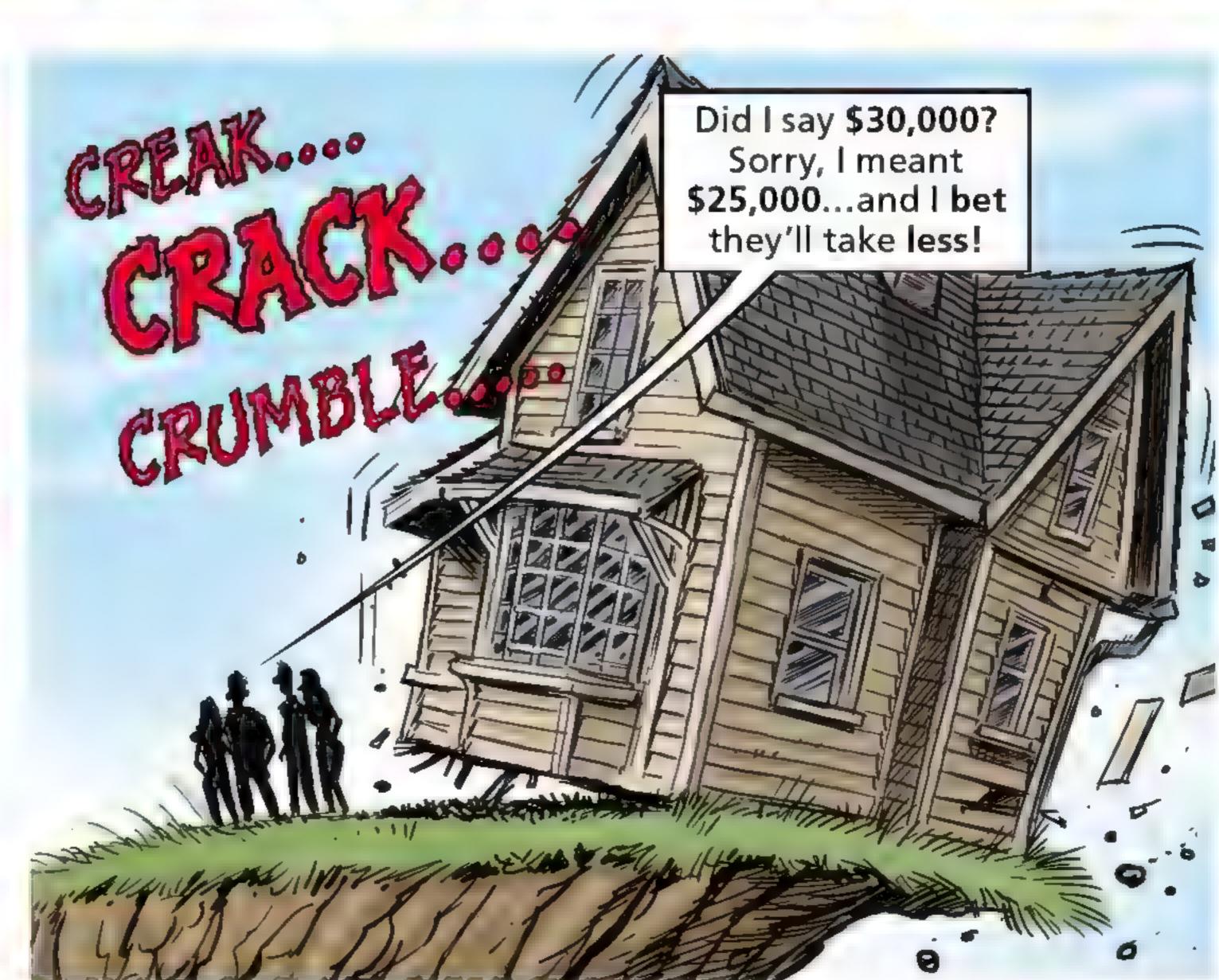


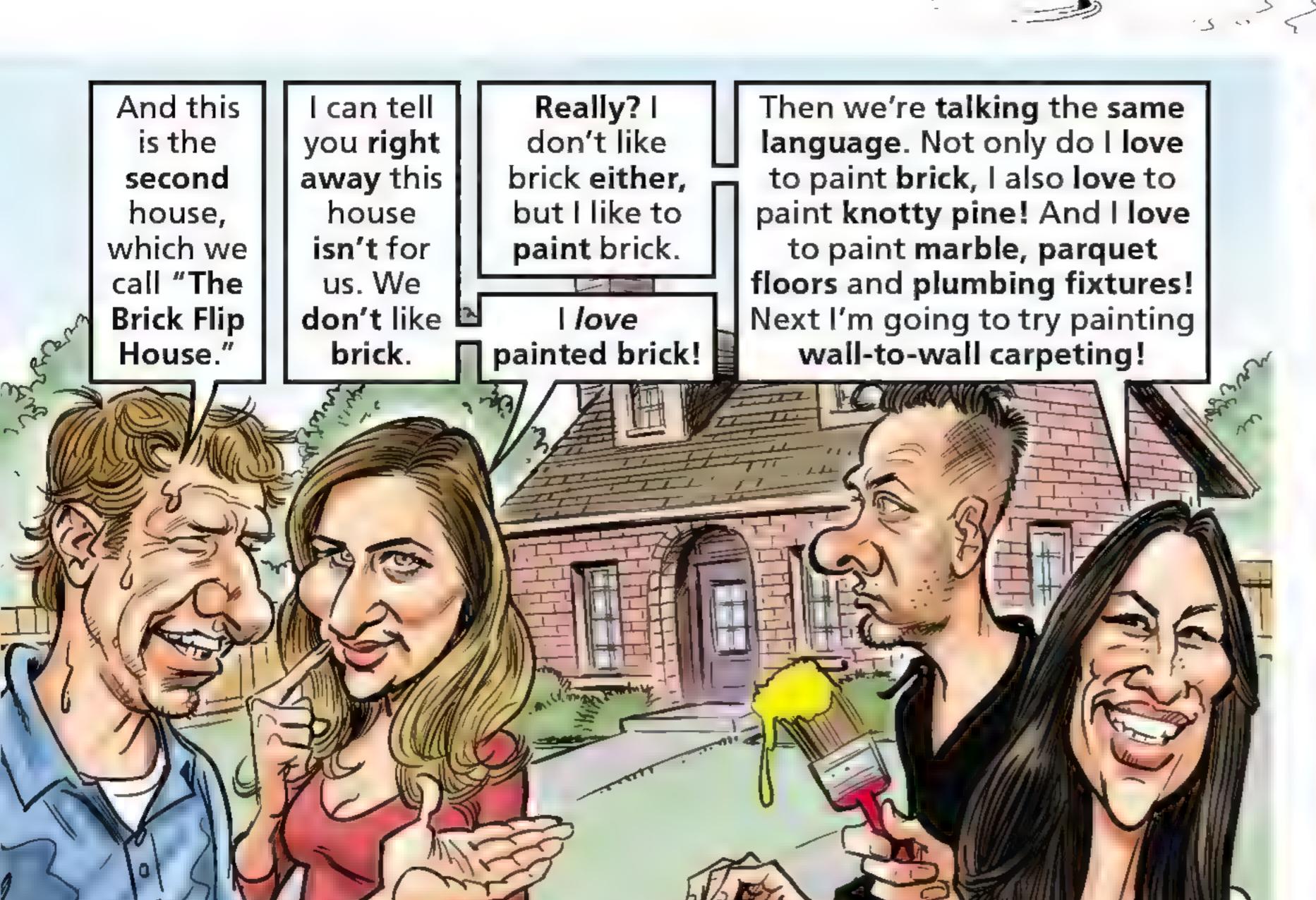


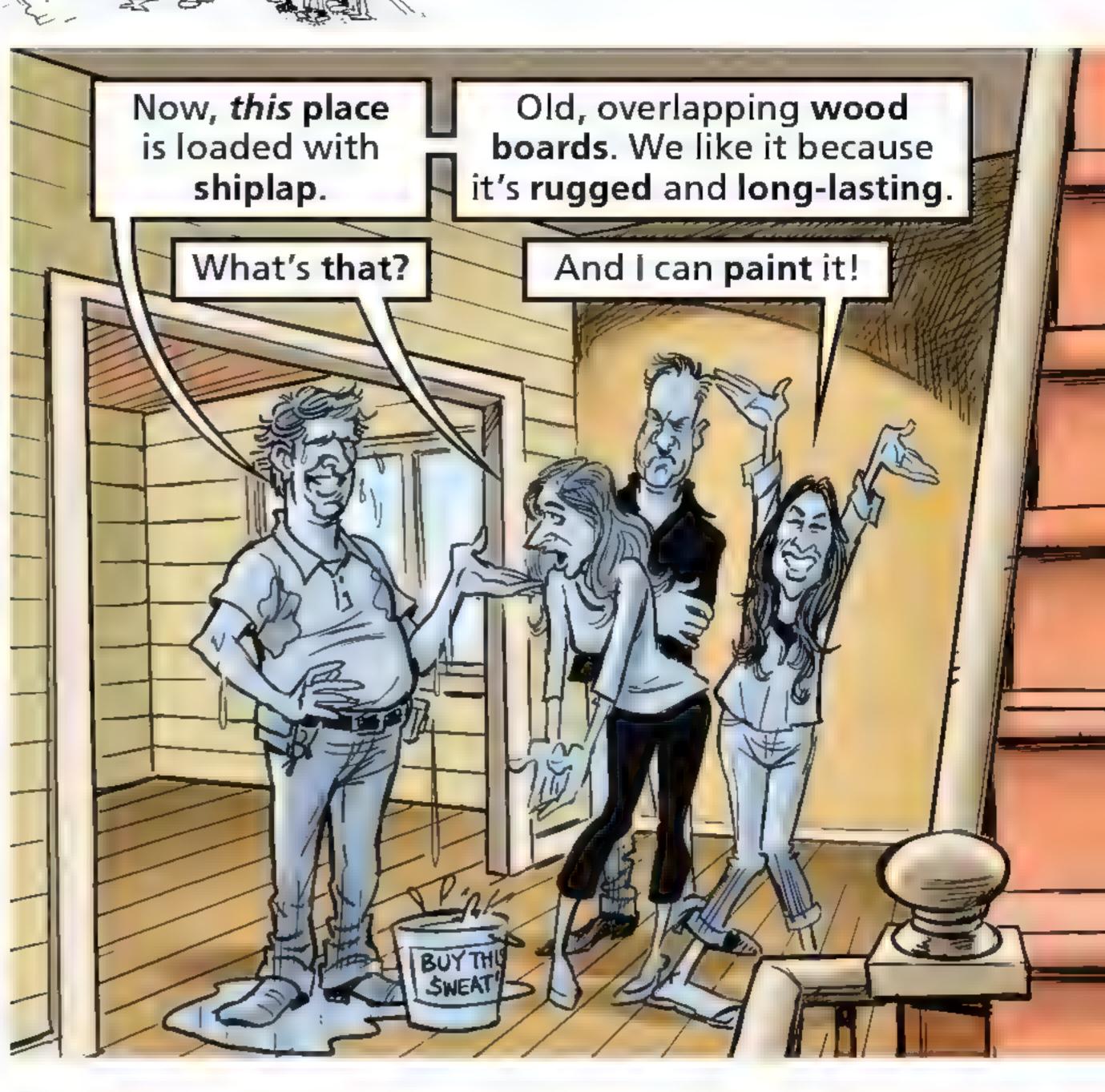


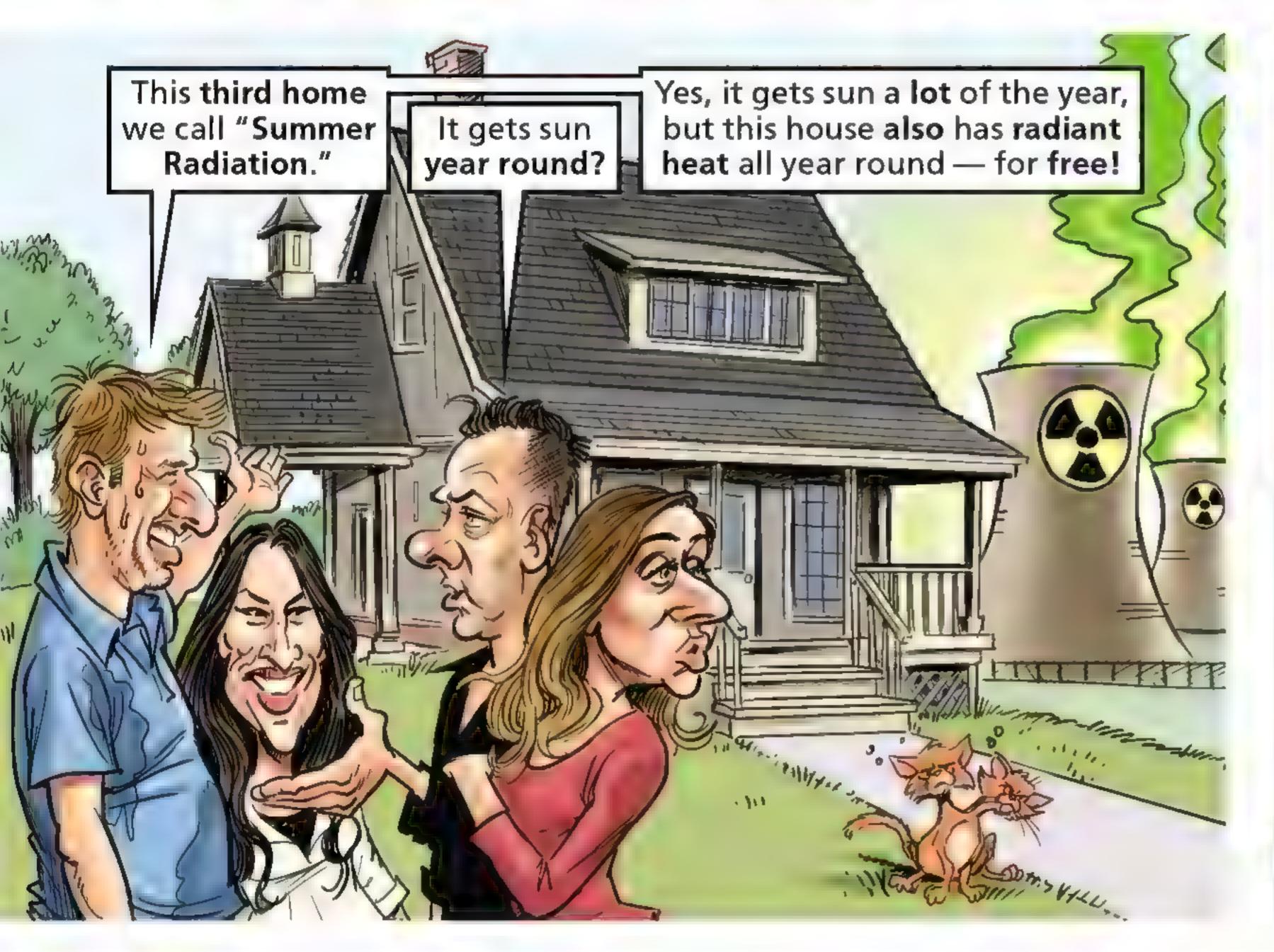




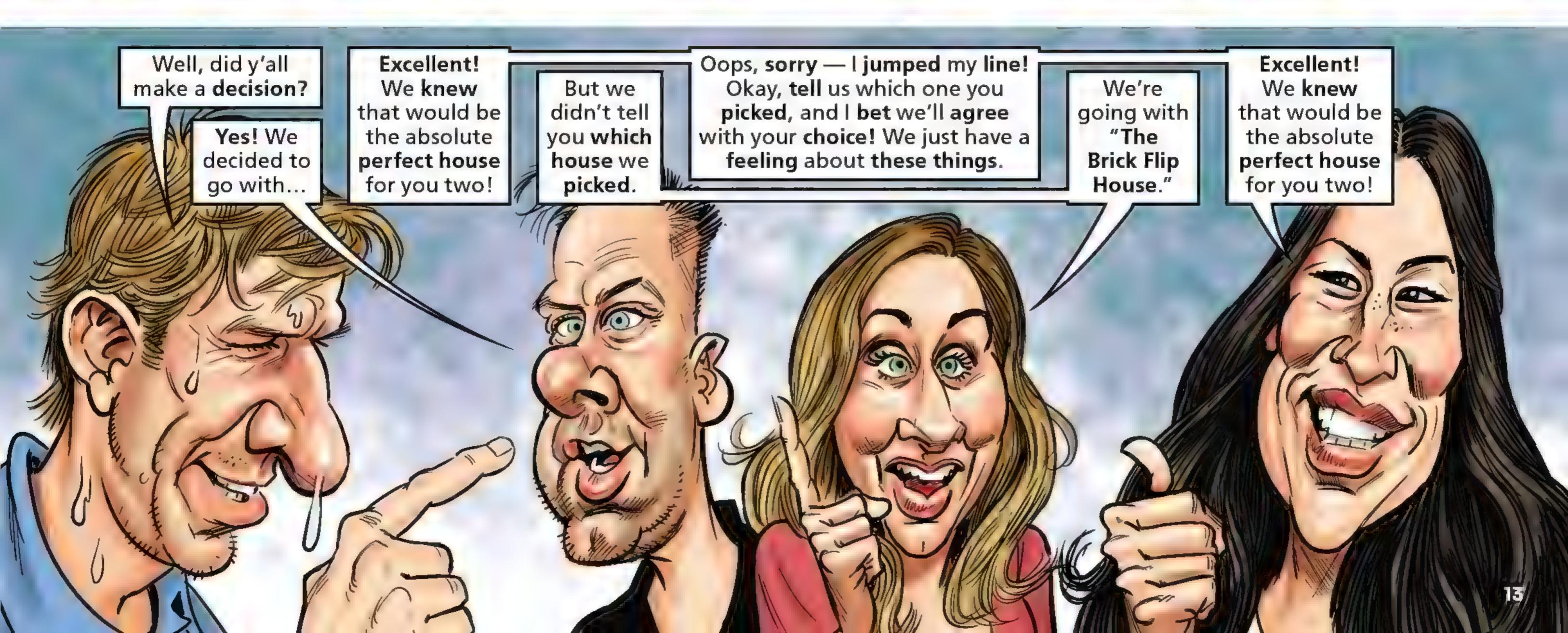








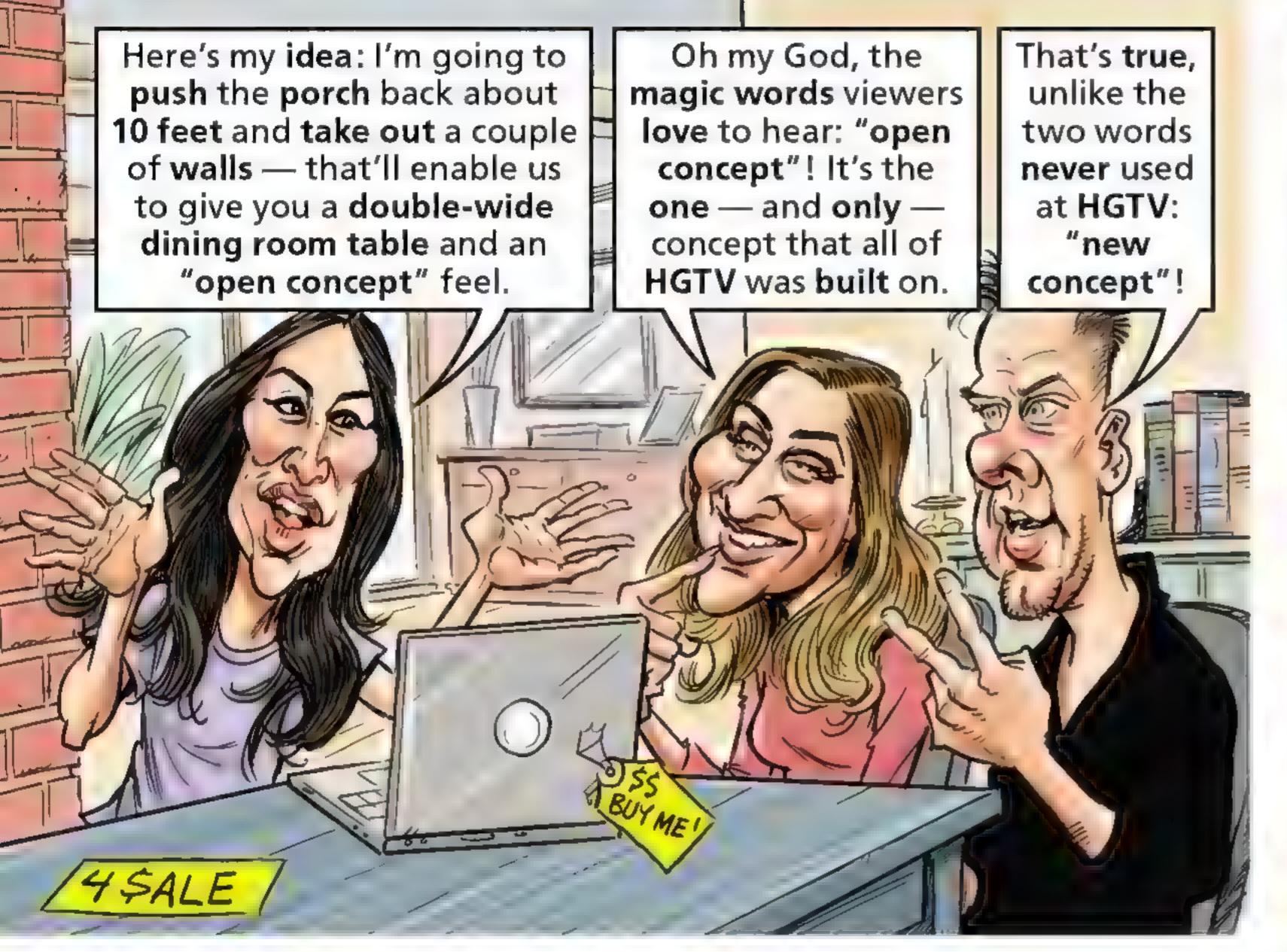


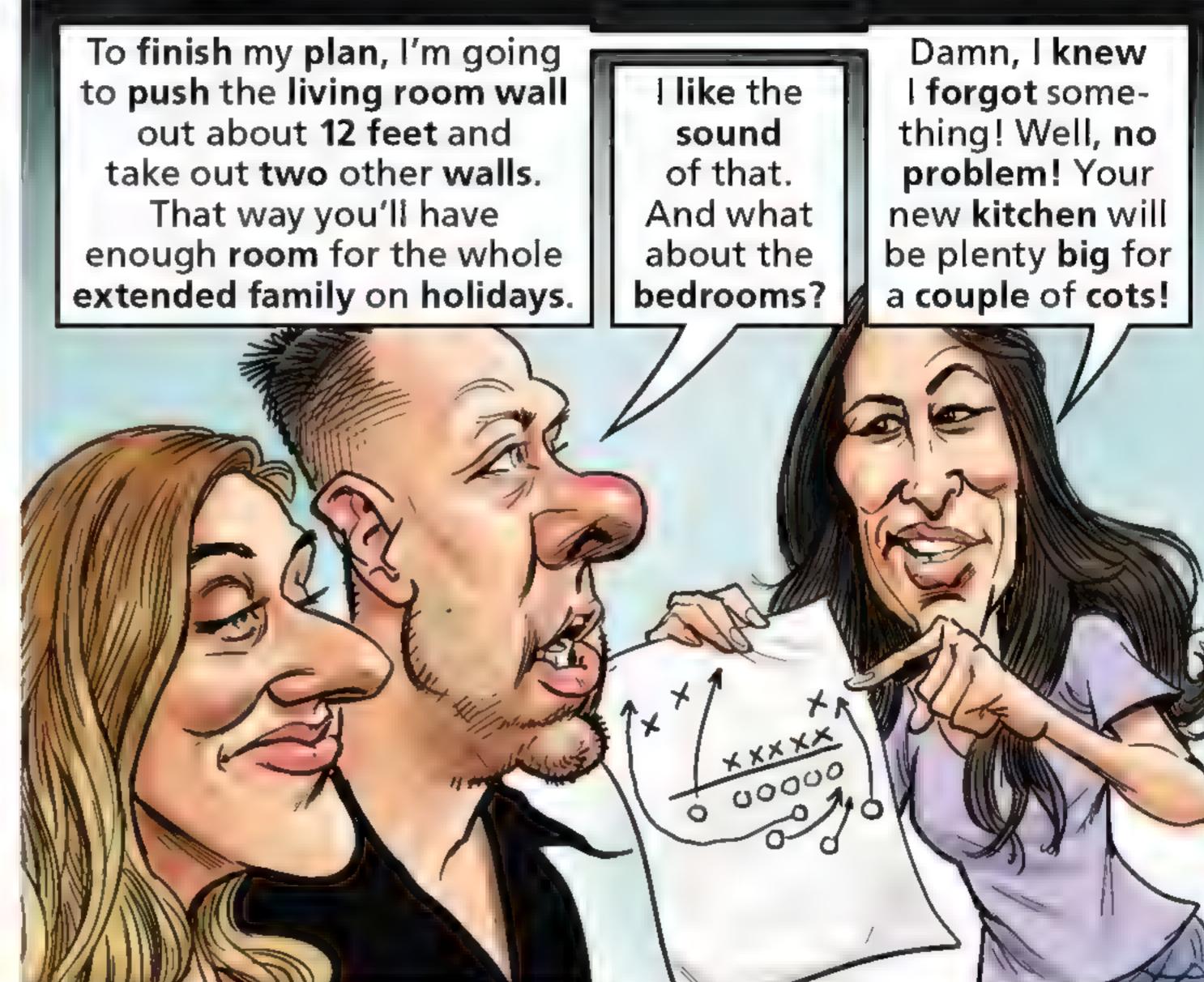






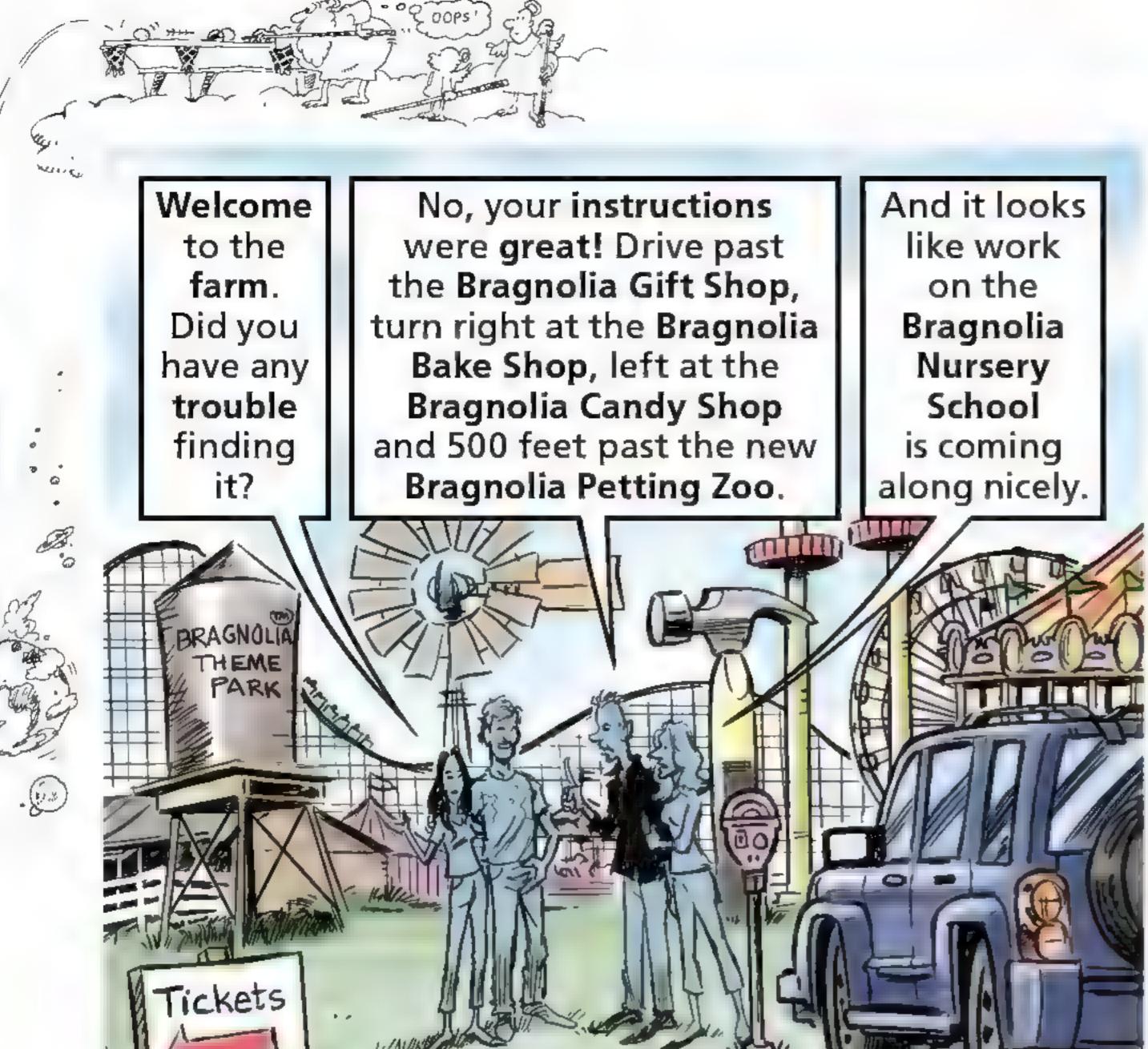


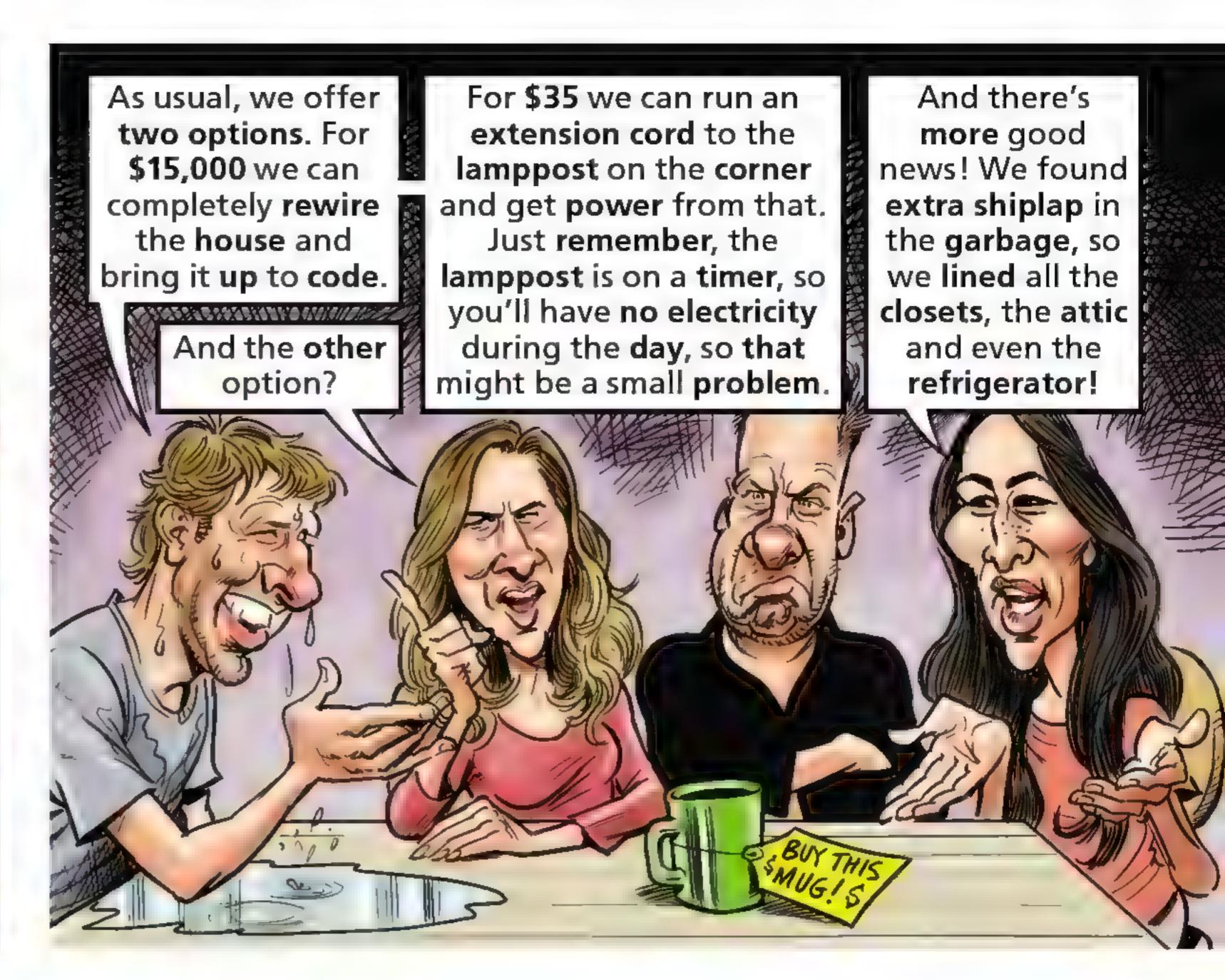


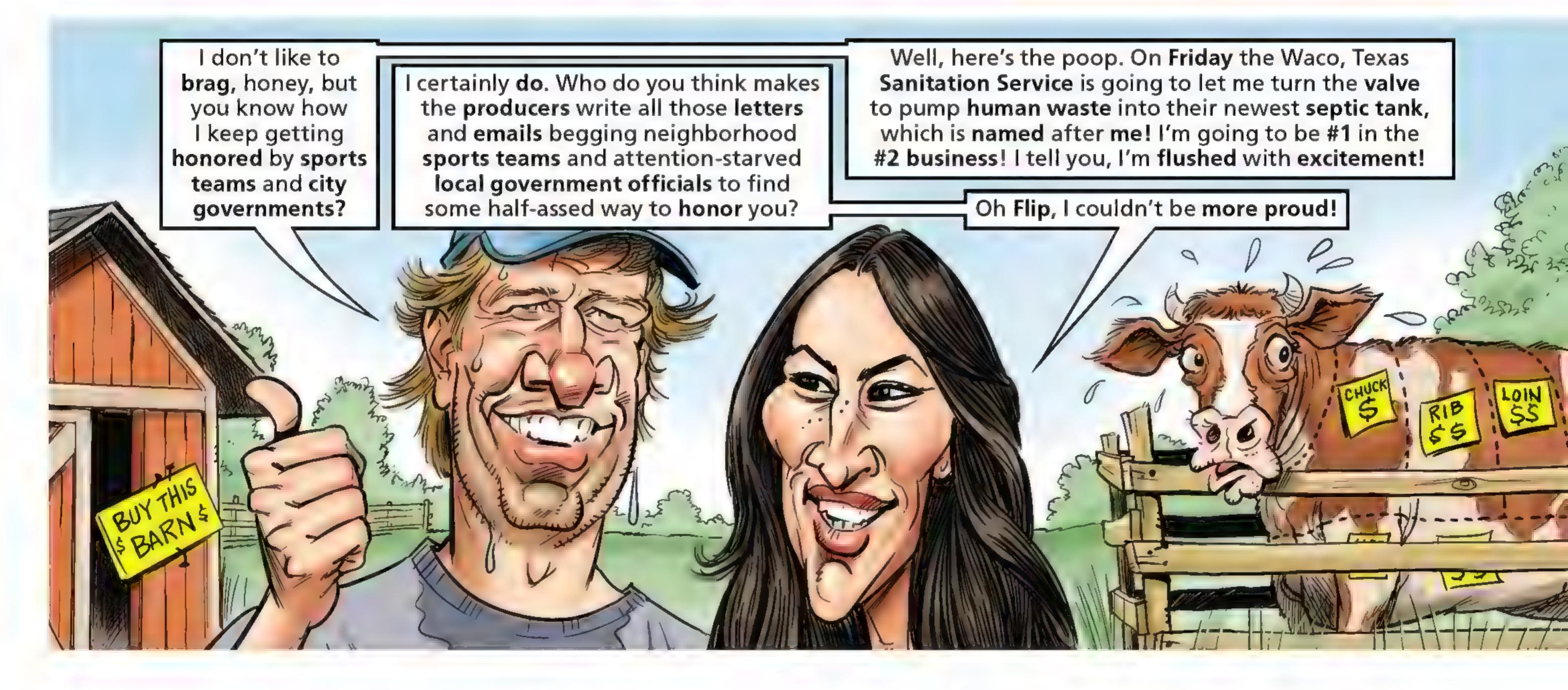


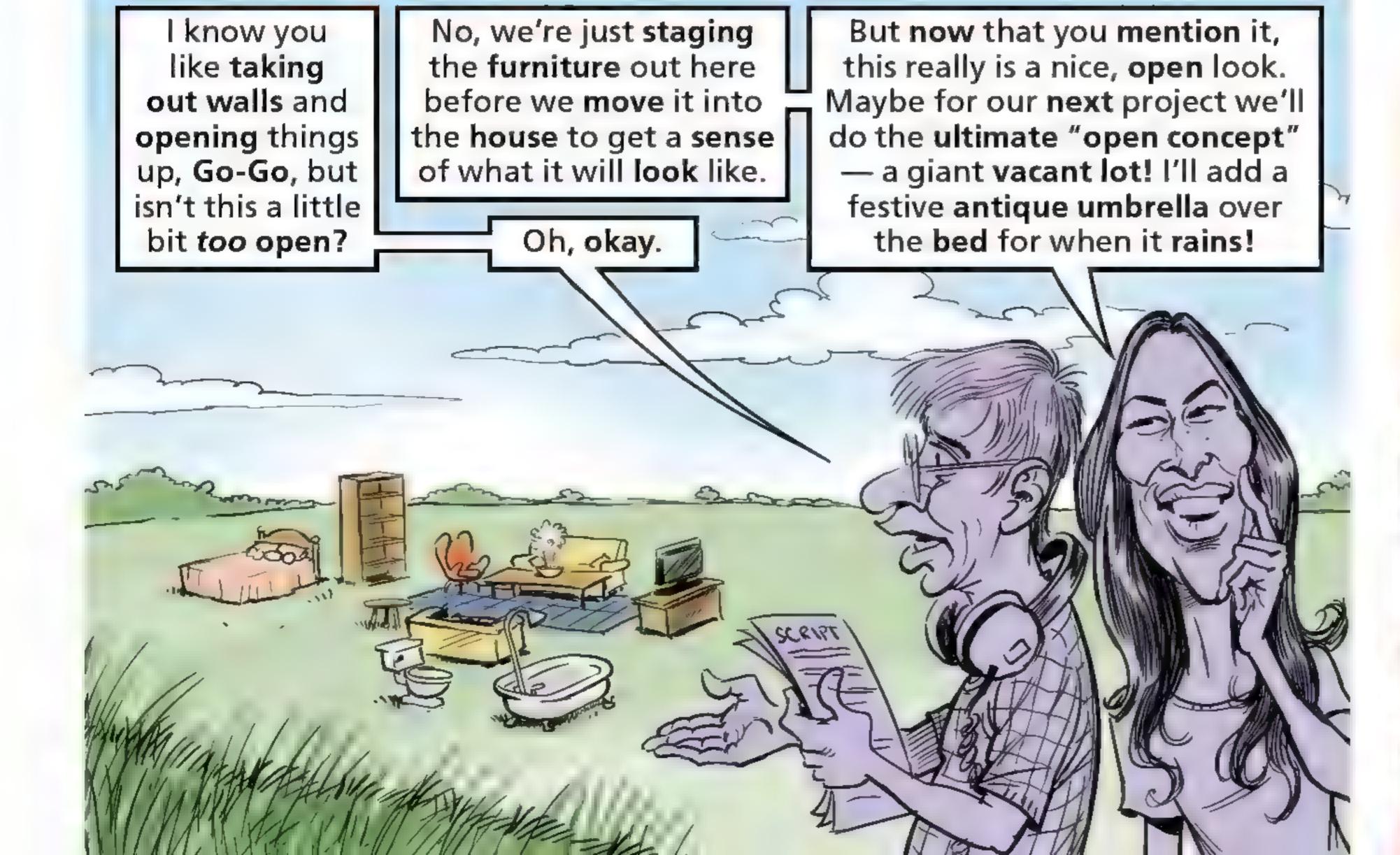




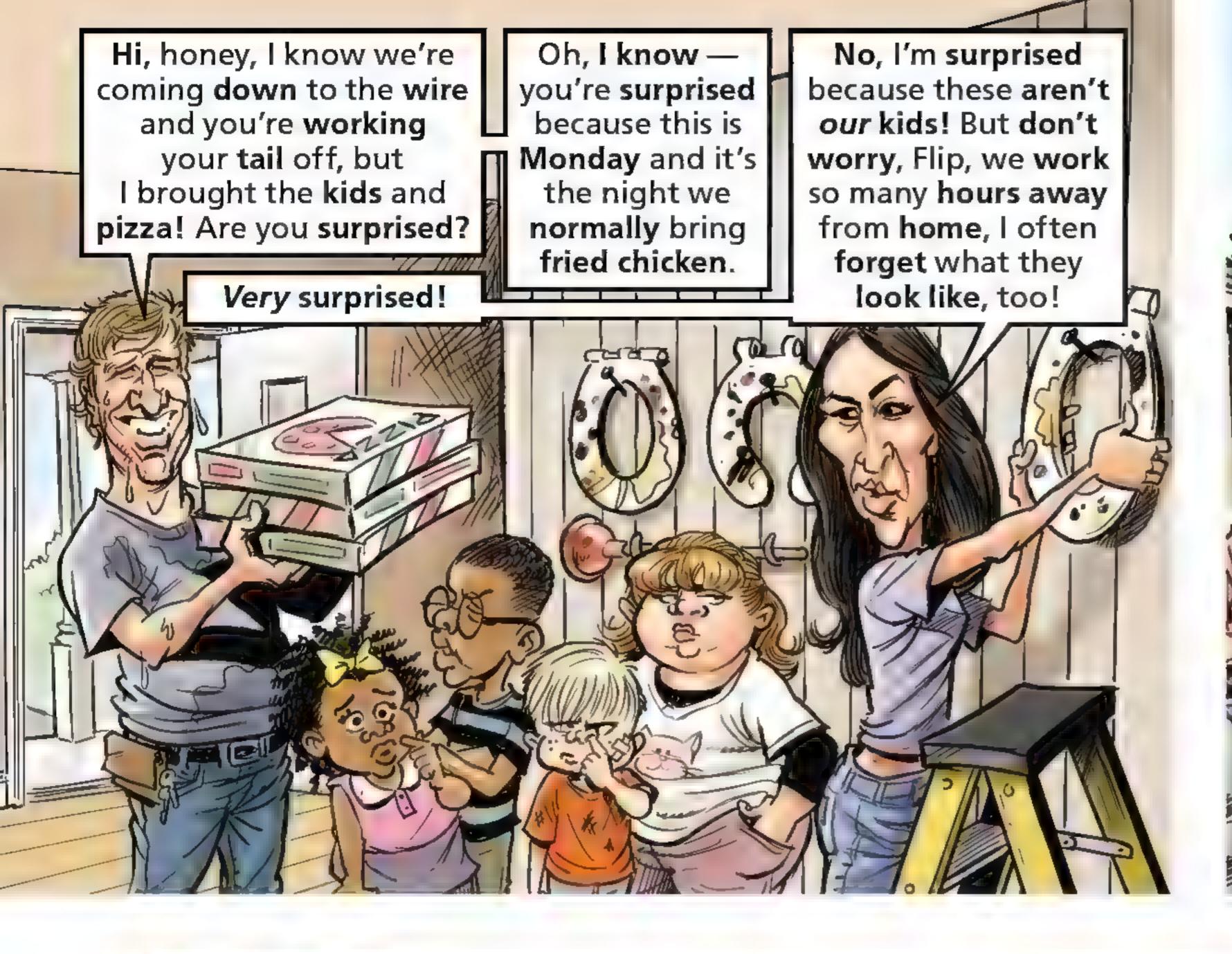




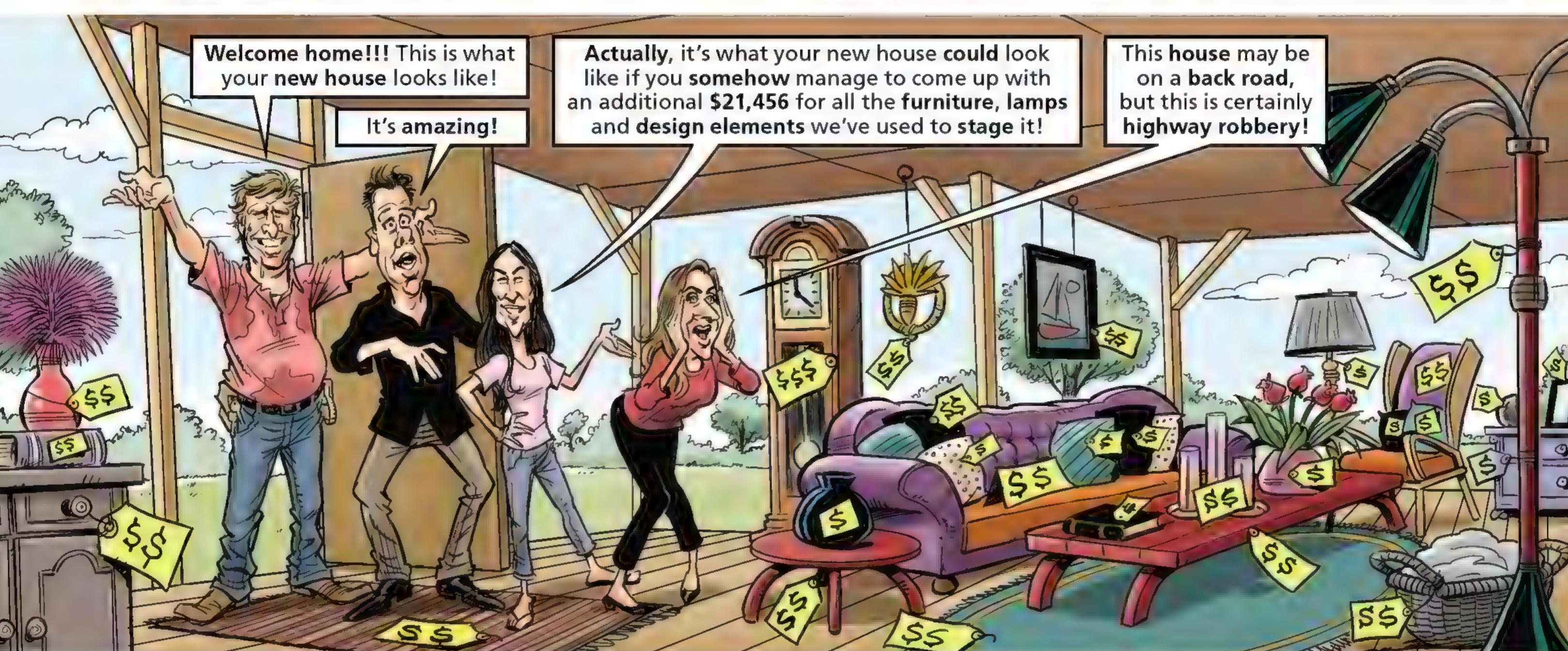


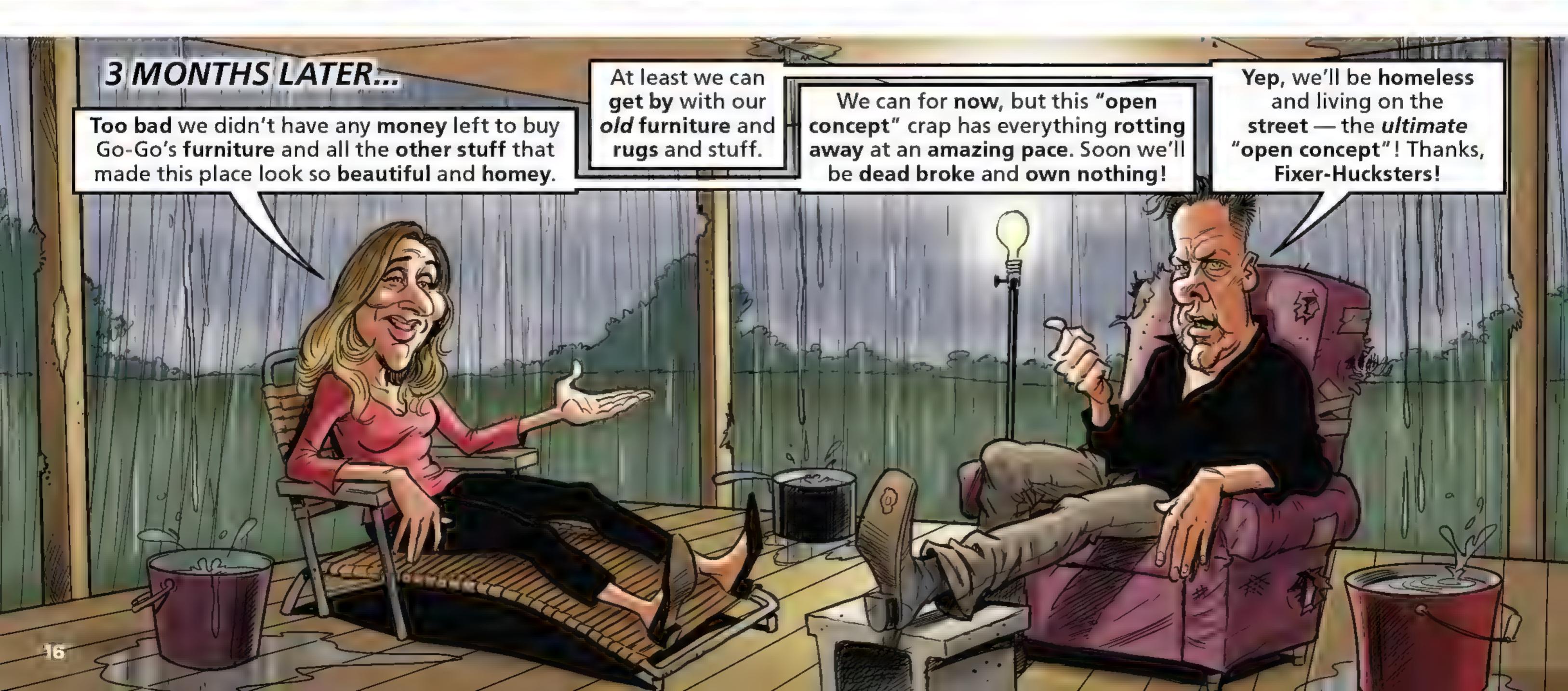












The MAD Poster Gallery

YOUR FAVORITE MAD ARTWORK ON SALE NOW (CHEAP!)
VISIT: zazzle.com/mad_magazine*

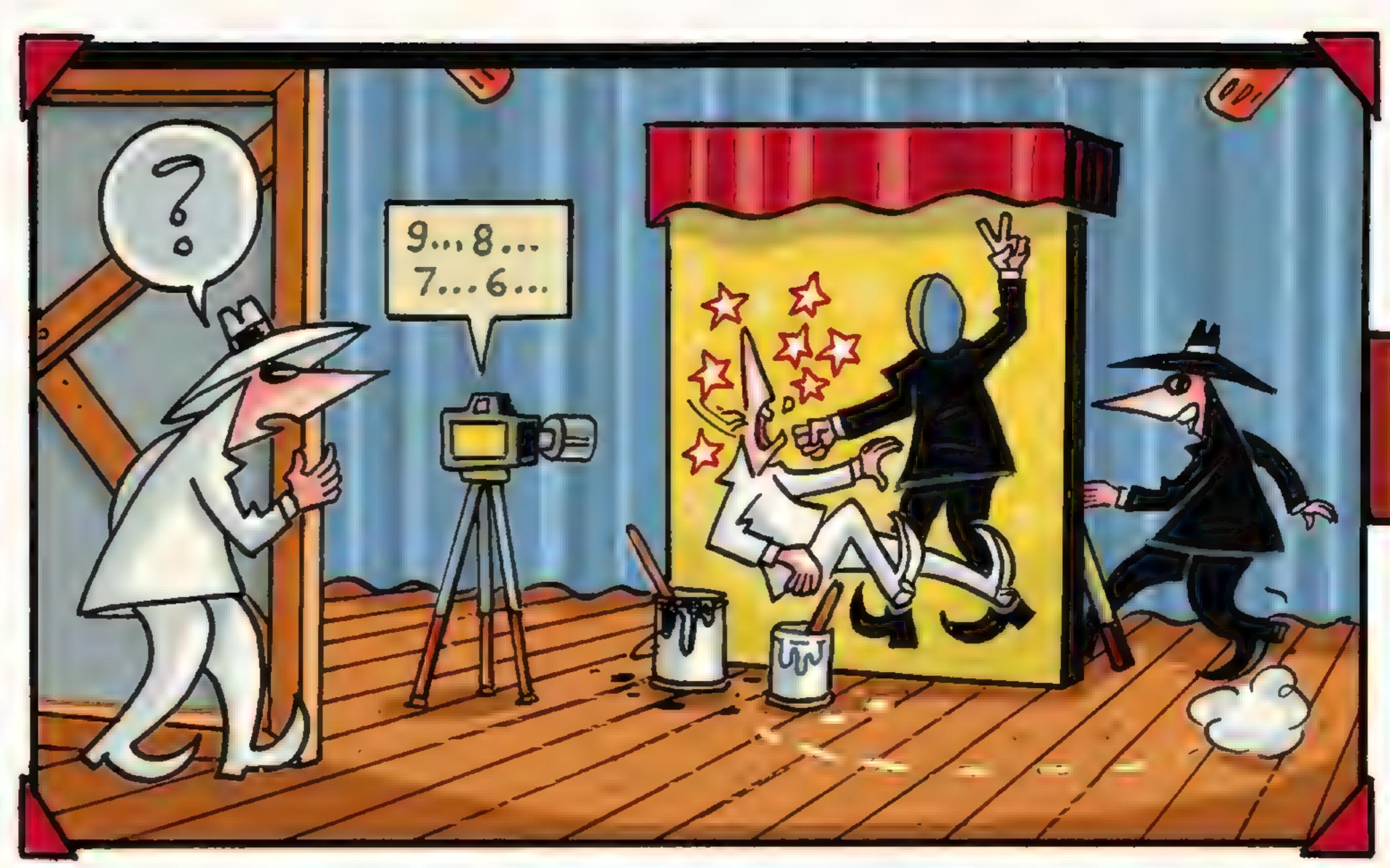


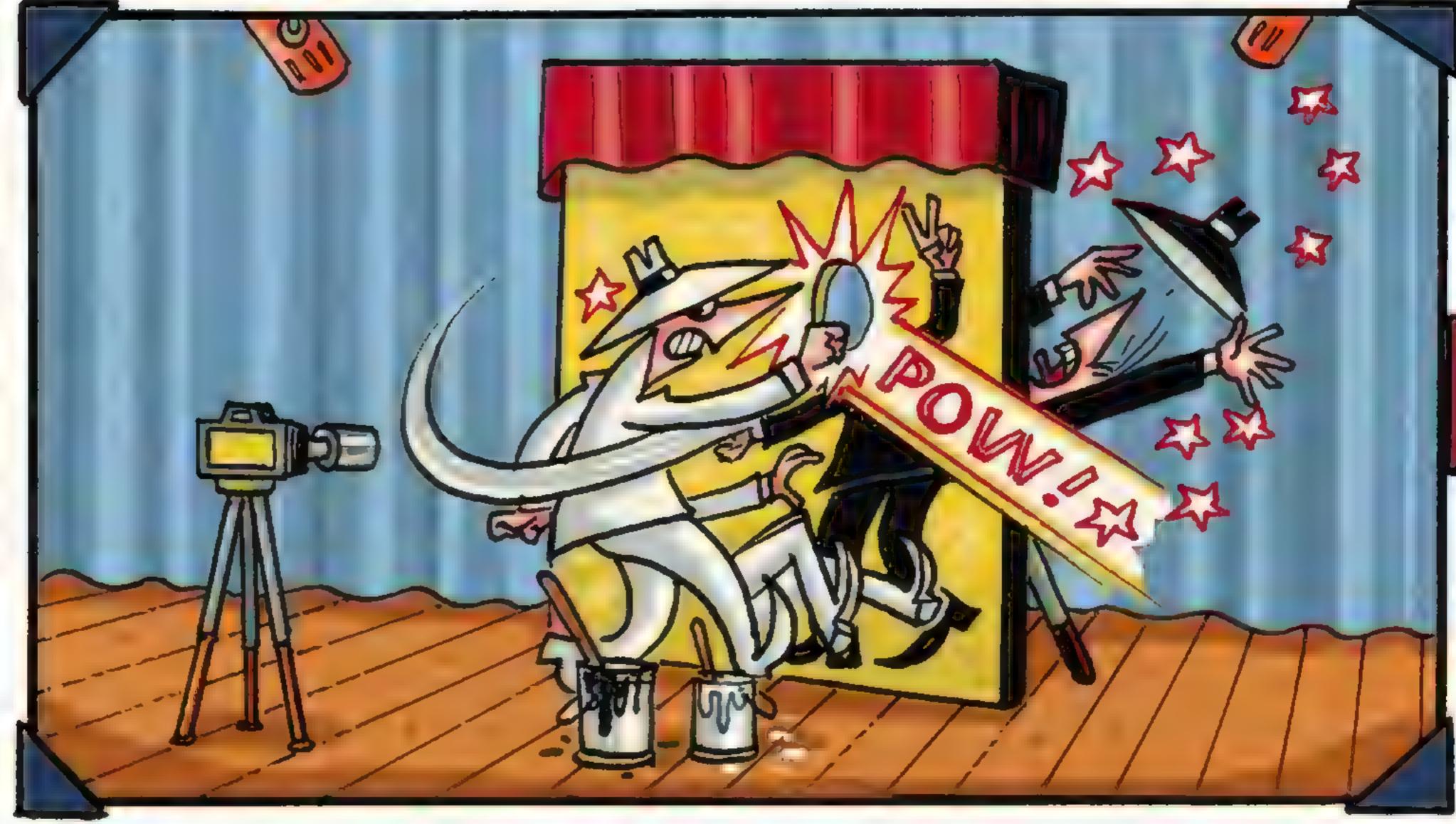
Now you can decorate your home with fine art, or you can adorn your wall with these ridiculous MAD posters instead (wall not included)!

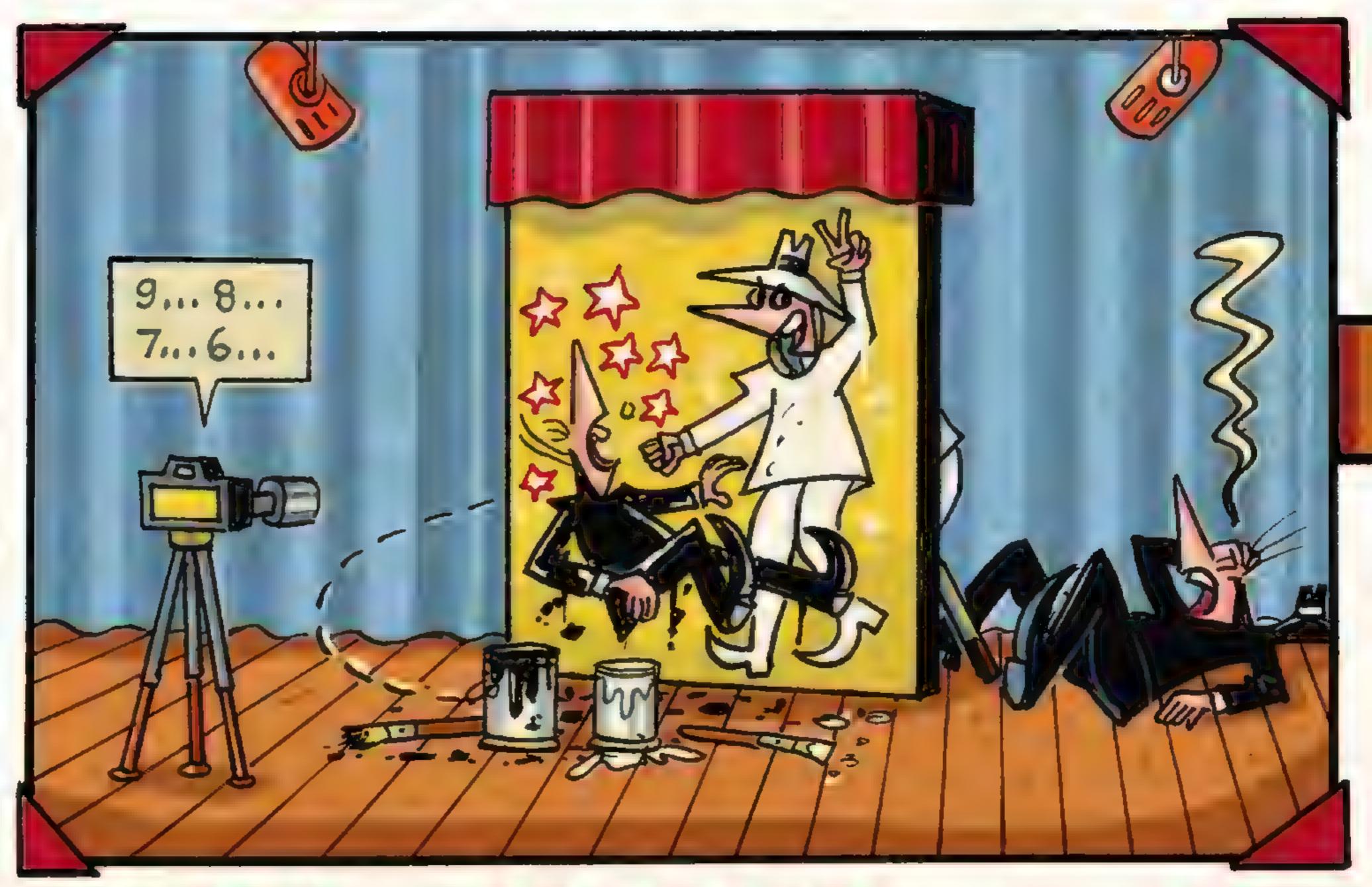
ORDER NOW AND YOU'LL RECEIVE WHAT YOU ORDER!

Go to zazzle.com/mad_magazine* and look for the discount code for extra savings!







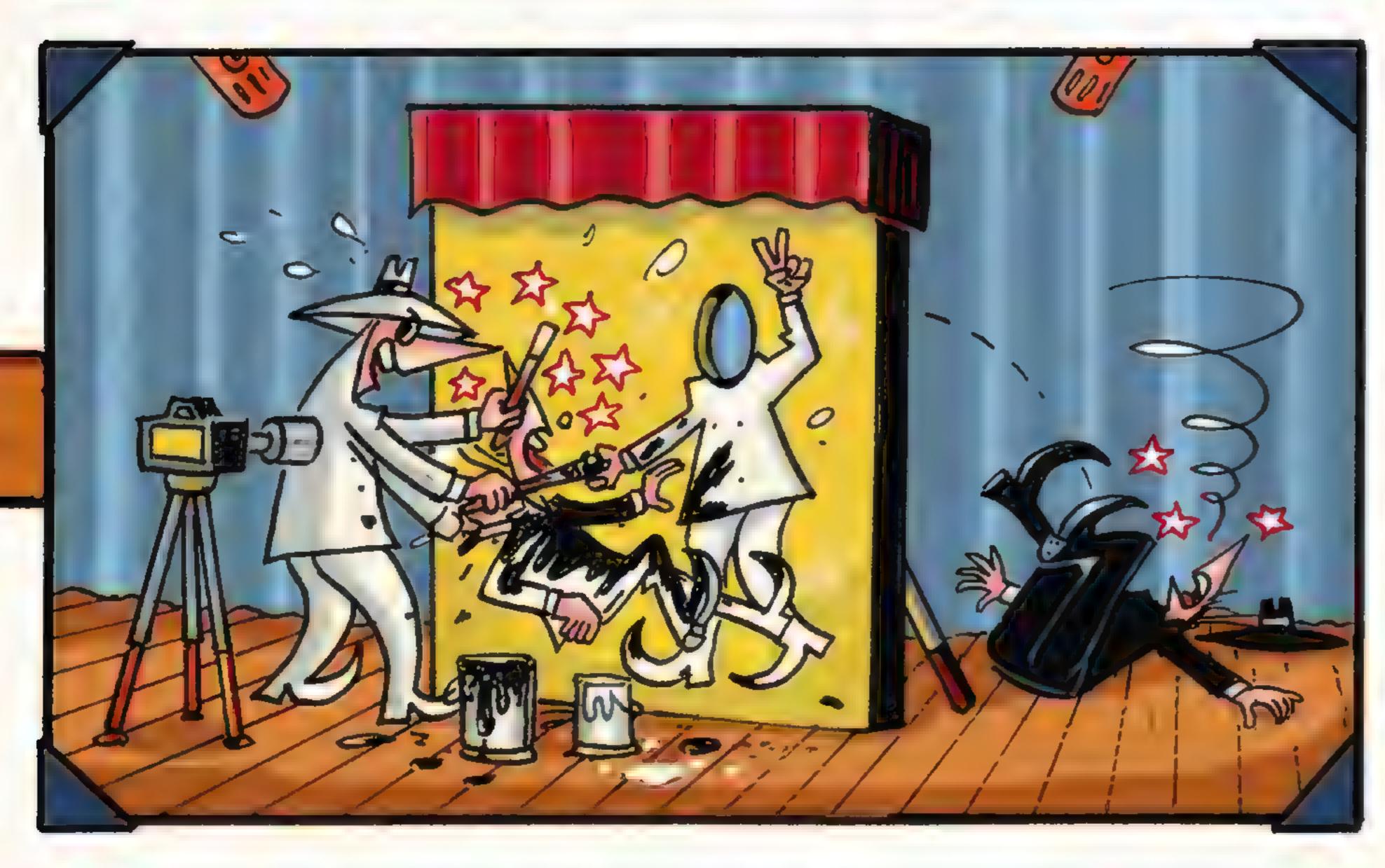








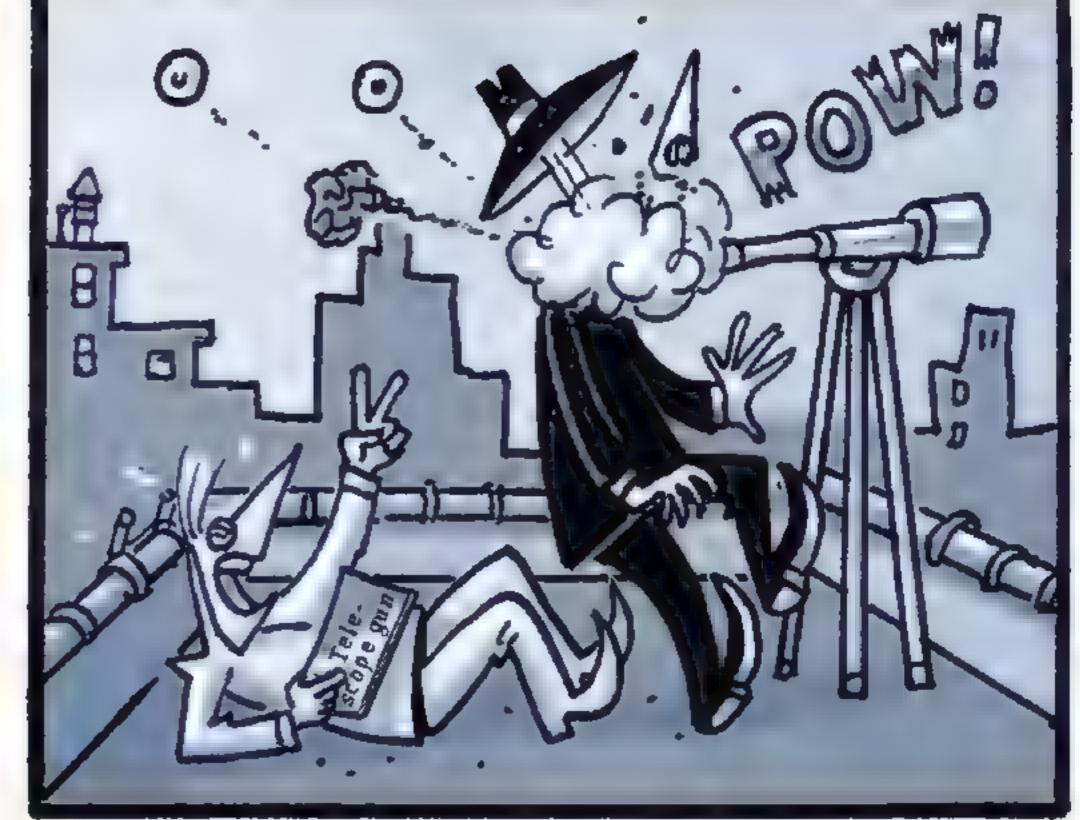












KUPER

What's the hardest thing in advertising? Coming up with the slogan! A good slogan needs to be short, catchy and unforgettable, and it has to fit the product perfectly. Get it right, and you can spend the next 50 years telling your customers "They're gr-r-r-reat!" Screw it up, and you've just burned millions of dollars on "Are you gellin'?" or "Avoid the Noid." It's a huge decision, so why take a chance? Why not just go back, find an already-successful slogan, and steal it? Even so, an ethical copywriter who's reading this introduction may feel that ripping off others' work is cheap, lazy and wrong. Silly rabbit! You deserve a break today! Just do it!

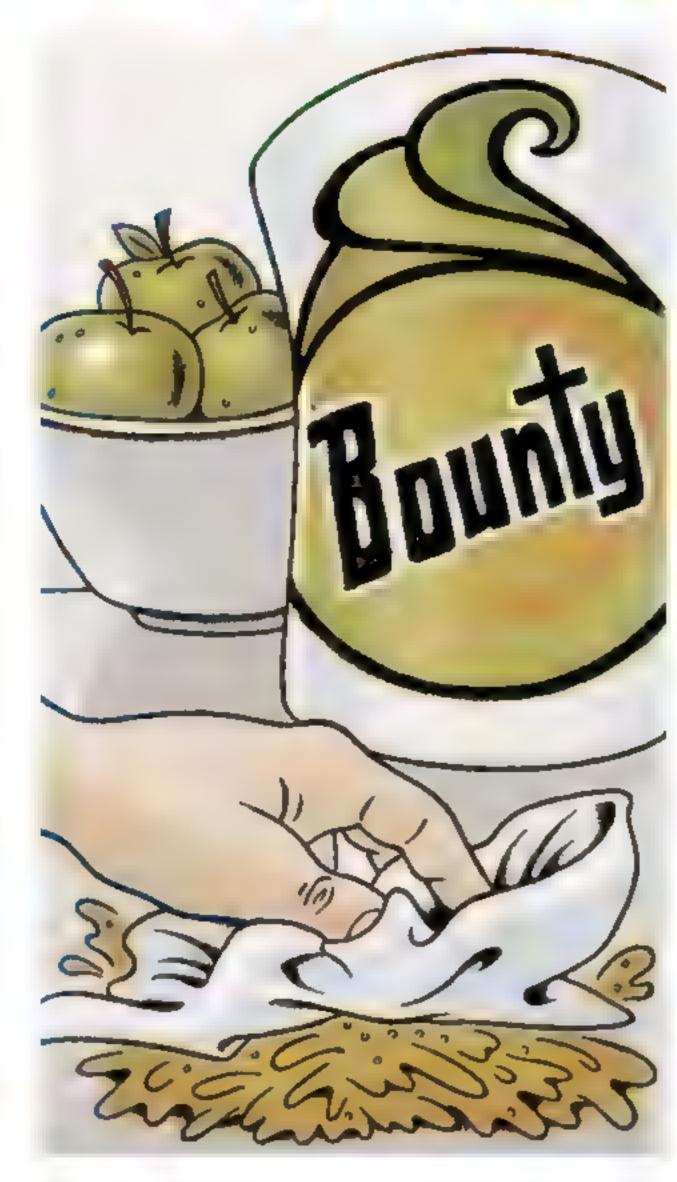
RECYCLED AD SLOGANS

WRITER: DESMOND DEVLIN

ARTIST: RICK TULKA

COLORIST: JIM CAMPBELL

The quicker picker-upper



WAS the slogan for Bounty paper towels

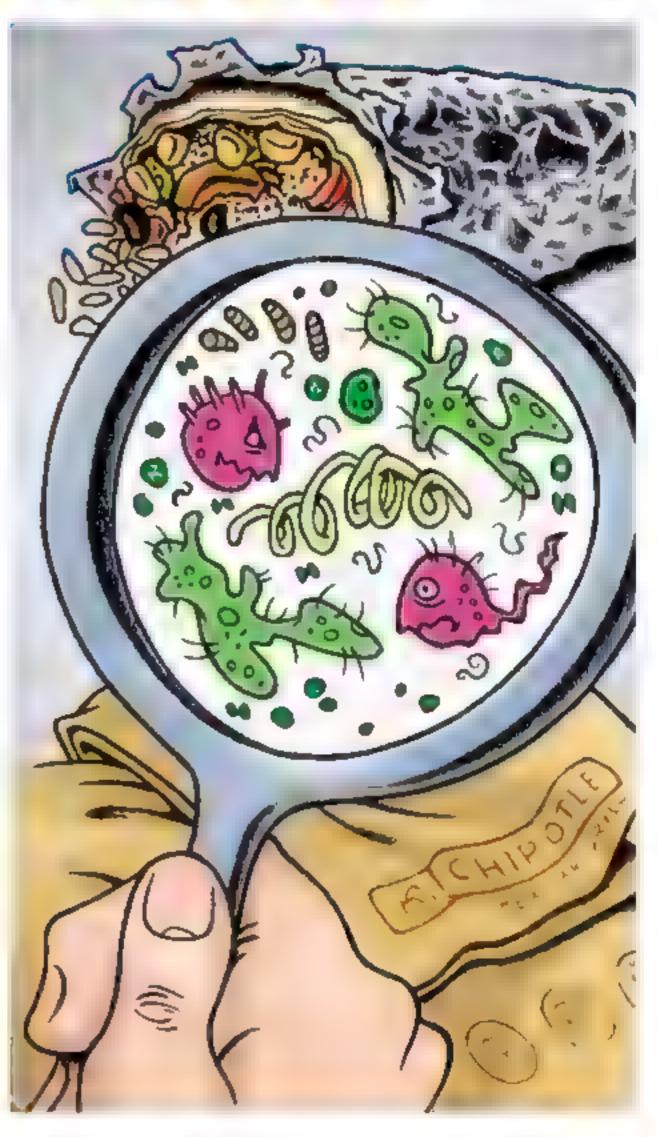


Now the slogan for Viagra

99440/0 PURE



WAS the slogan for lyory soap

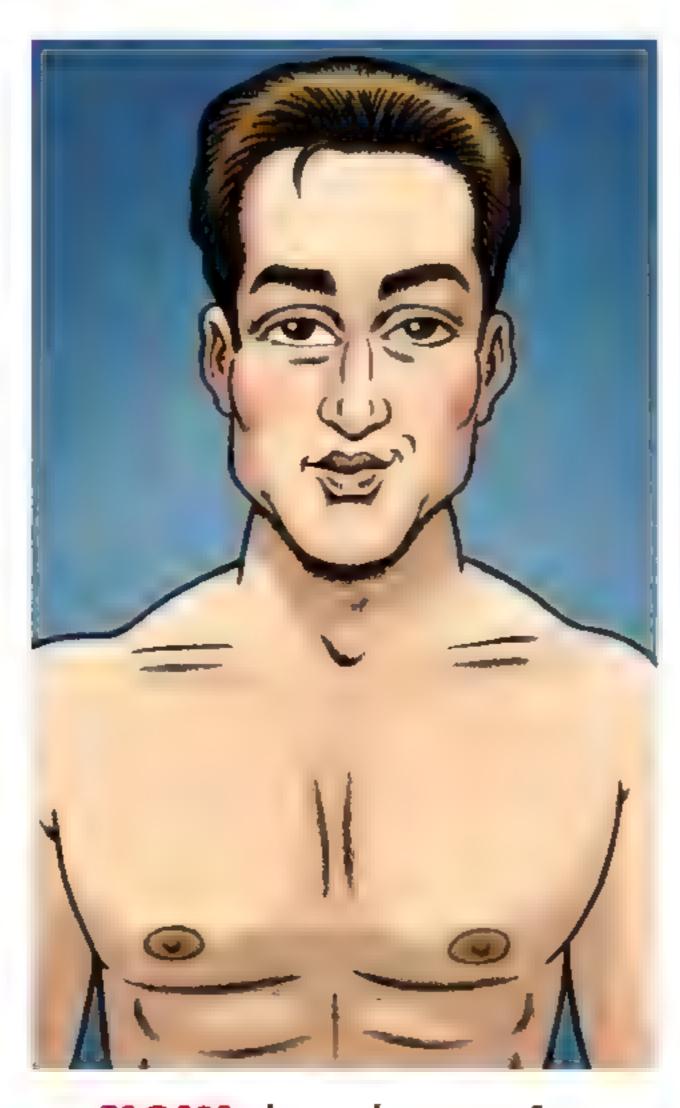


Now the slogan for Chipotle

We're looking for a few good men.



WAS the slogan for the U.S. Marines

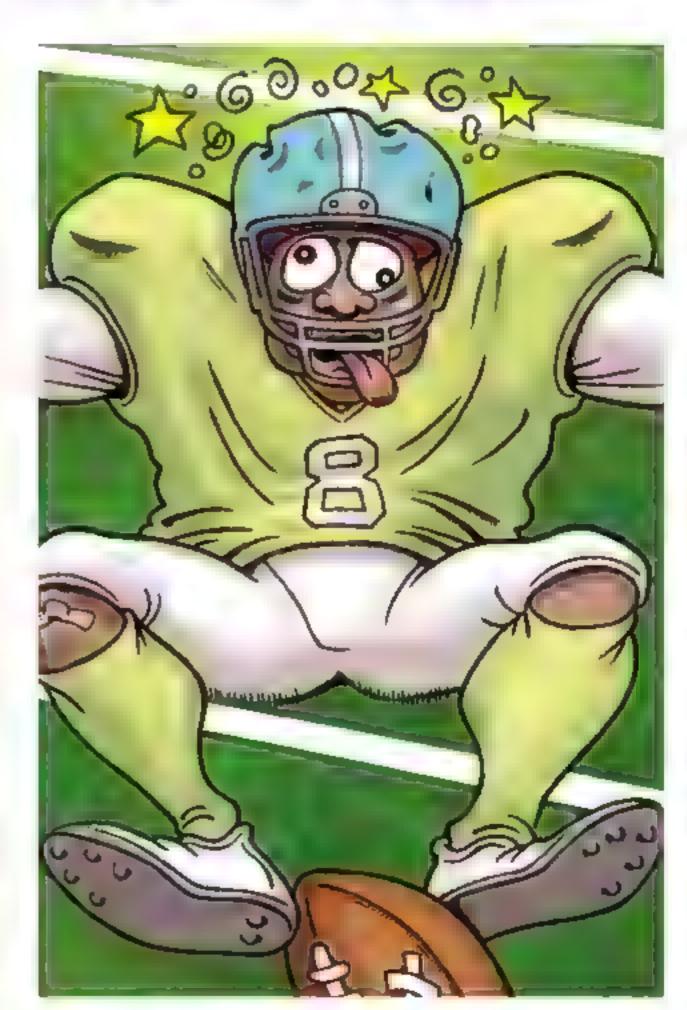


Now the slogan for Grindr

A MIND IS A TERRIBLE THING TO WASTE.

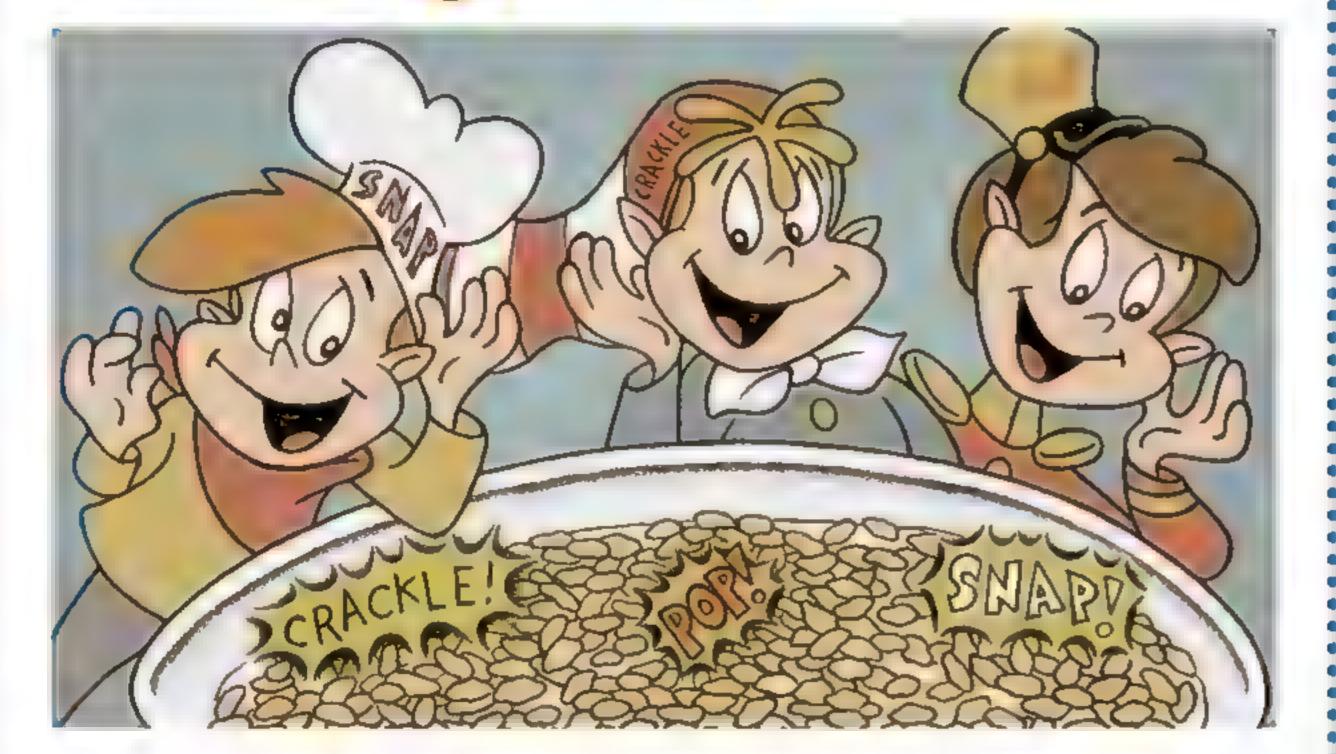


WAS the slogan for the United Negro College Fund



NOW the slogan for the National Football League

SNAPICERACKIE POPI

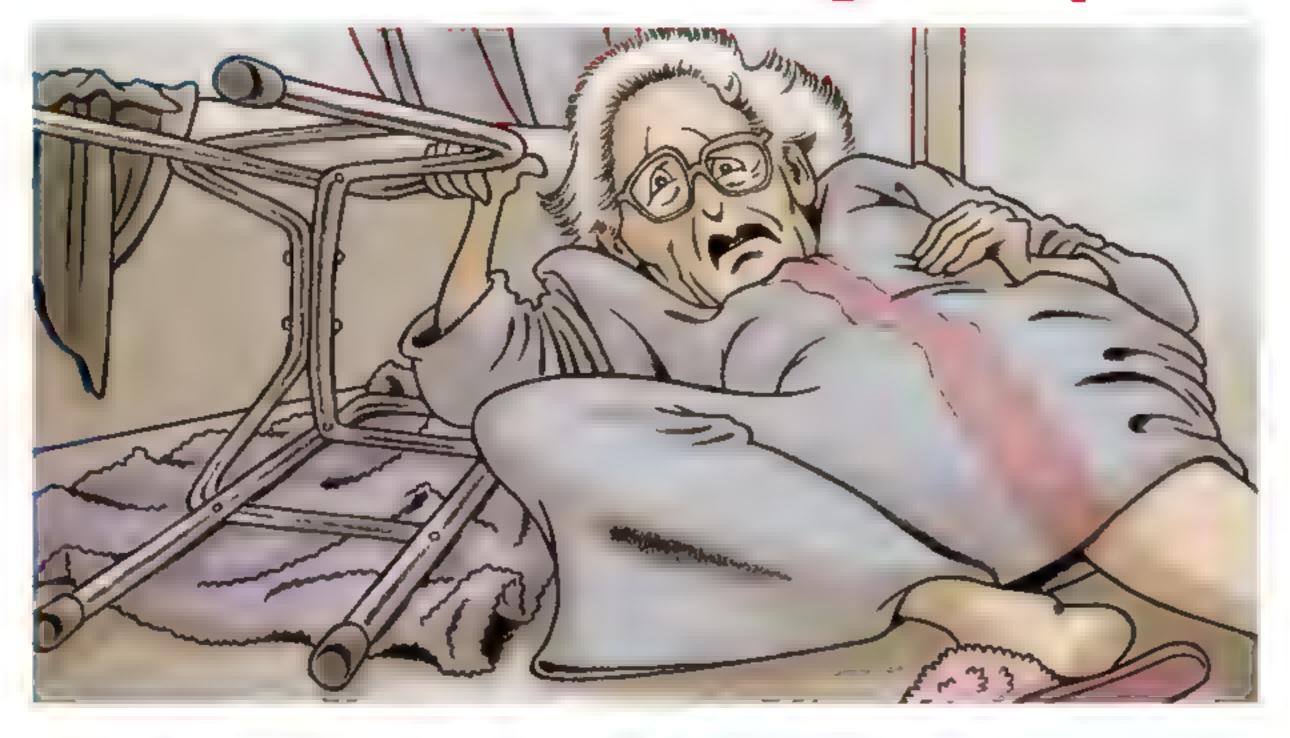


WAS the slogan for Rice Krispies



NOW the slogan for Sprint

l've fallen and l can't get up!

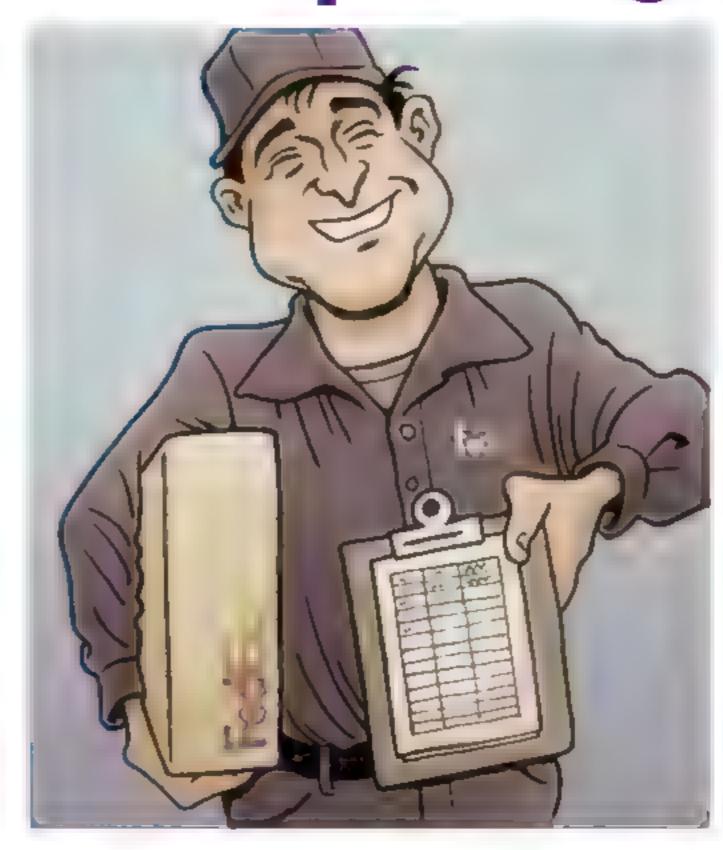


WAS the slogan for Life Alert medical bracelets

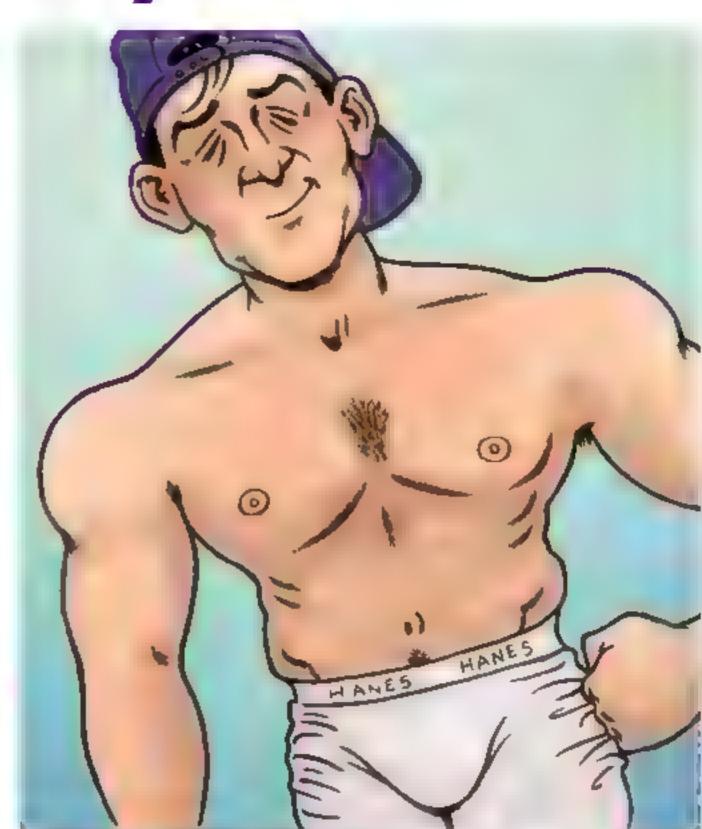


NOW the slogan for Jeb! 2016

Our most important package is yours.



WAS the slogan for FedEx



NOW the slogan for Hanes underwear

It leaves you breathless



WAS the slogan for Smirnoff vodka

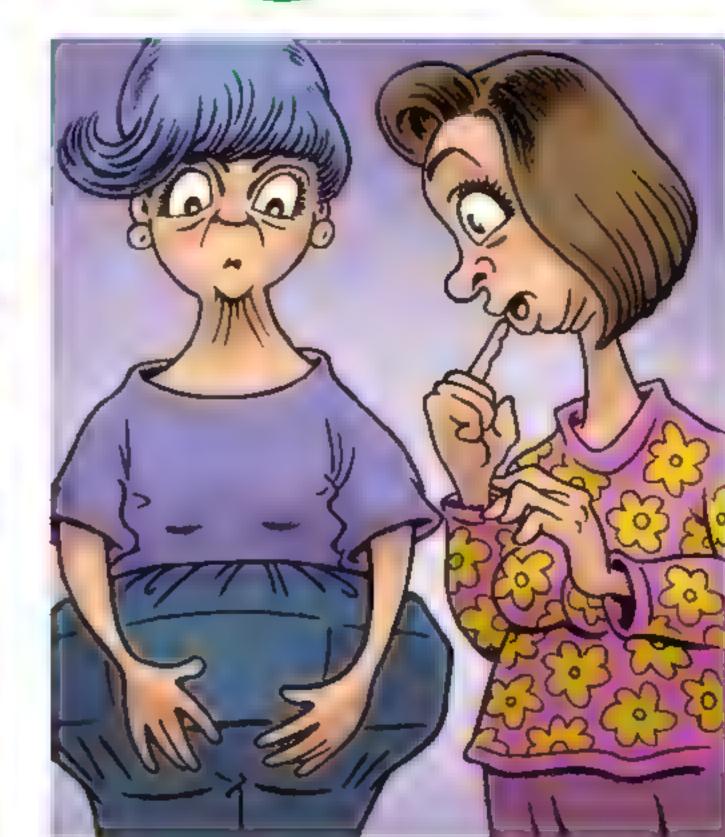


NOW the slogan for Volkswagen

You're soaking in it!

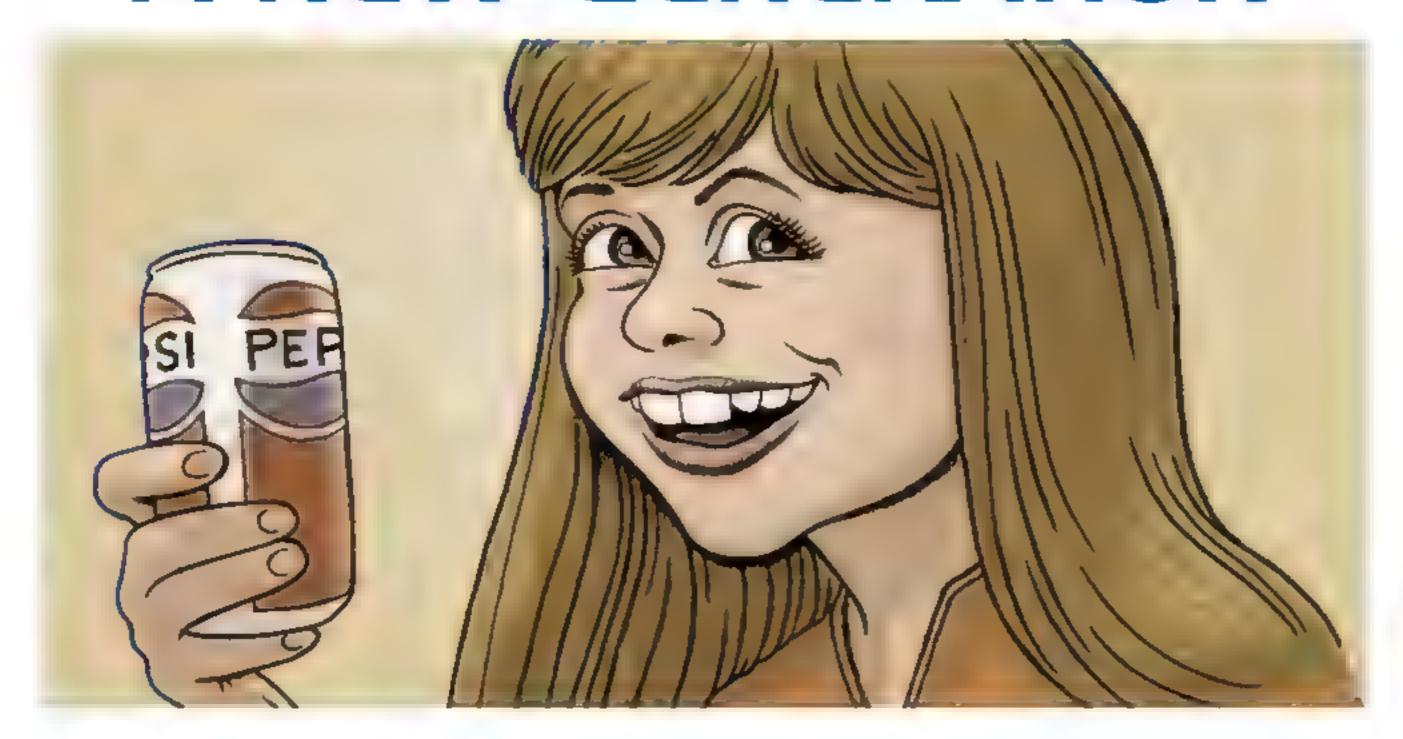


WAS the slogan for Palmolive dish soap



Now the slogan for Depend adult diapers

THE CHOICE OF A NEW GENERATION



WAS the slogan for Pepsi



NOW the slogan for Pornhub

SOMETIMES YOU'VE GOTTA BREAKTHERULES



WAS the slogan for Burger King



NOW the slogan for Goldman Sachs

ISN'T TWO MONTHS' SALARY A SMALL PRICE TO PAY?

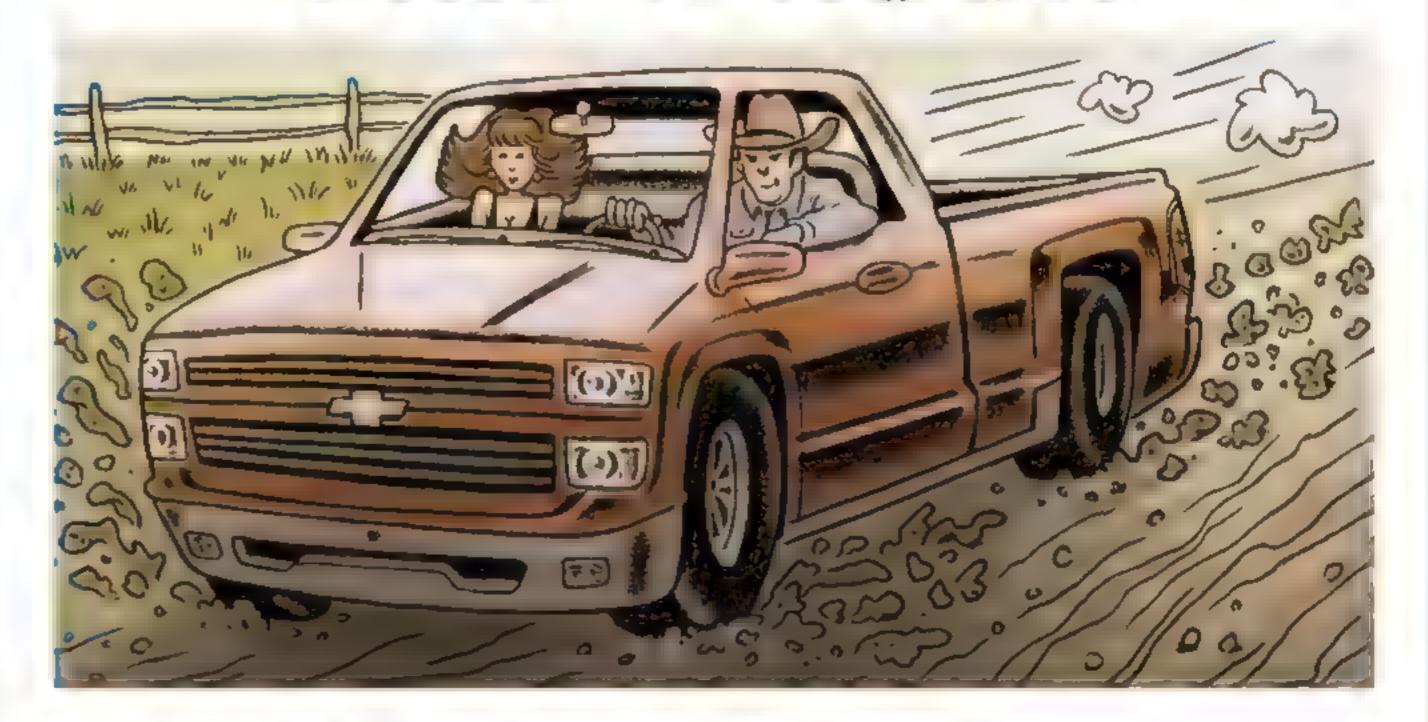


WAS the slogan for De Beers engagement diamonds



NOW the slogan for Whole Foods

LIKE AROCH



WAS the slogan for Chevy Trucks



NOW the slogan for Cialis

ON SALE NOW!

WITH DISCOUNT COUPON FOR YOUR FIRST POILLIFFICEIAL BRIBE! PRICE GUIDE

"Finally, breaking democracy doesn't have to break your budget!"

-The Koch Brothers

"Remember, this is just a guide. Your actual price may vary."

- Congressman Charles Rangel (D-NY)

THE ULTIMATE GUIDE TO EVERY FOR-SALE POLITICIAN

Desperate

Crooked Congressmen Governors

"The Angie's List of political corruption."

- Angie



\$1,000 to \$5,500

\$100,000 to \$700,000

Includes a Currency Conversion Chart for Foreign Businessmen!

EXCLUSIVE

CHIEF JUSTICE JOHN ROBERTS: HOW I USED THE CITIZENS UNITED DECISION TO GUT CAMPAIGN FINANCE REFORM

PICKUP YOUR COPY BEFORE ELECTION DAY AND SAVE



Recently, we ran the first installment of "MAD's Tips for Tipping" - and it was such a hit, the public insisted - nay, DEMANDED - a follow-up! FROM HERE TO GRATUITY DEPT. So here it is - because if there's one tip we follow, it's "Give the people what they want!" And if there's a second tip we follow, it's "Exaggerate about

the popularity of things in MAD when writing an intro!"



WRITER: KENNY KEIL

ARTIST: JOHN KERSCHBAUM



Foreign currencies with poor exchange rates are a great way to beef up your tips. Instead of being the cheapskate who leaves a dollar,

The best form of gratuity you can give a room service waiter is simply having your pants on when you answer the door.



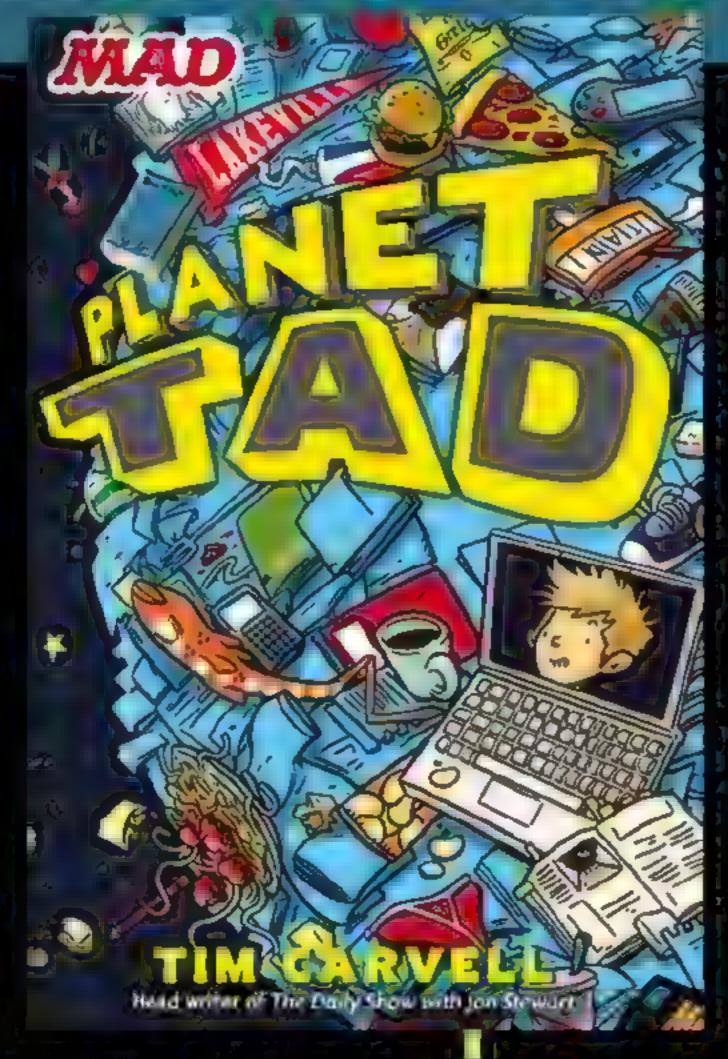
Parents: a 20% tip for the babysitter can ensure that bedtimes are strictly enforced. Kids: a 40% tip for the babysitter can ensure you get to stay up all night eating ice cream and watching Deadpool.

Before you drop that dollar in the jar for your barista, add a personal touch by writing a grossly misspelled version of her name on it.



If you tip the piano player \$25 or more, he's legally obligated to let you rap along with him for as long as you want.

Services. As a rule, hotel maids should get 10 to 20% Tips for valets can range from of whatever jewelry and electronic devices three bucks to \$5,000, depending on you left in the room that are still there which car you want to take home. when you return each night. Tipping the doorman is expected...if you use the door. Sneaking in and out via the fire escape can be a great costcutting measure. If the kid bagging your groceries does a good job, open up your carton of eggs and let him pick any one he wants. When crossing the River Styx into Hades, ALWAYS tip Charon the ferryman. If you displease him, you run the risk of being dumped where they keep all the Nazis and the people who sent Candy Crush invites.



WRITERS.

A celebration of All-new adventures the work of one of from the executive MAD's most prolific producer of Last writers. Foreword by Week Tonight with "Weird Al" Yankovic! John Oliver!

MAD'S

GREATEST

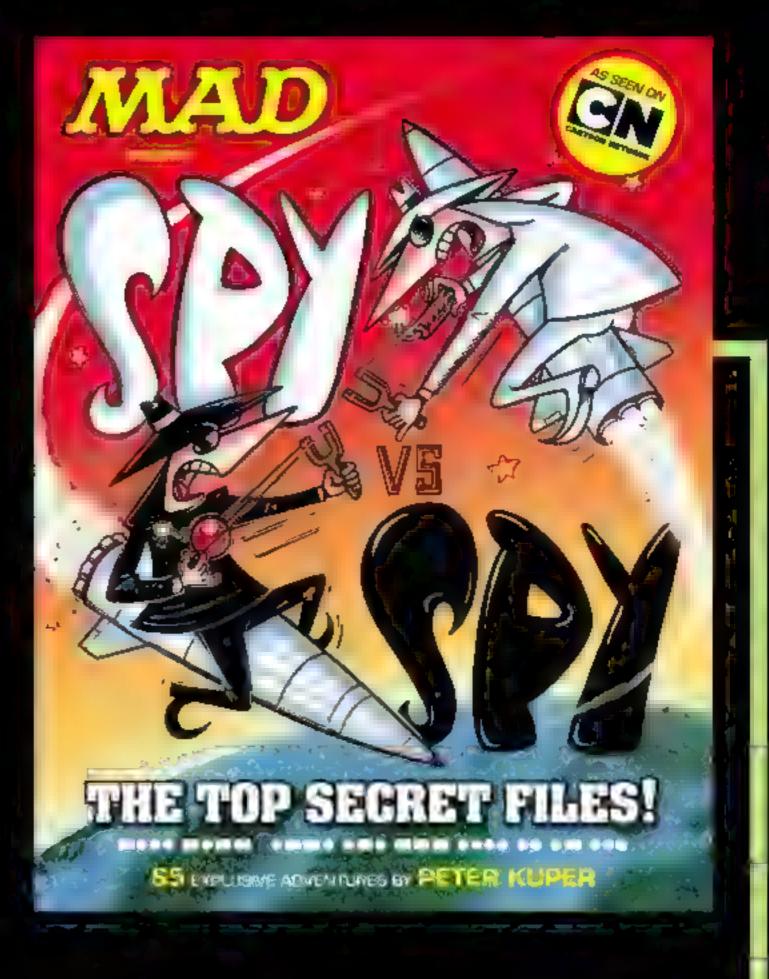
Classic strips from 1961 to 2002! Plus Dave's rare early MAD work and MAD artists' tributes to "The Lighter Side of..."!

MAD'S



RETURN TO

If you loved the first Planet Tad book, you'll really love this one! 232 pages of all-new Tad misadventures!

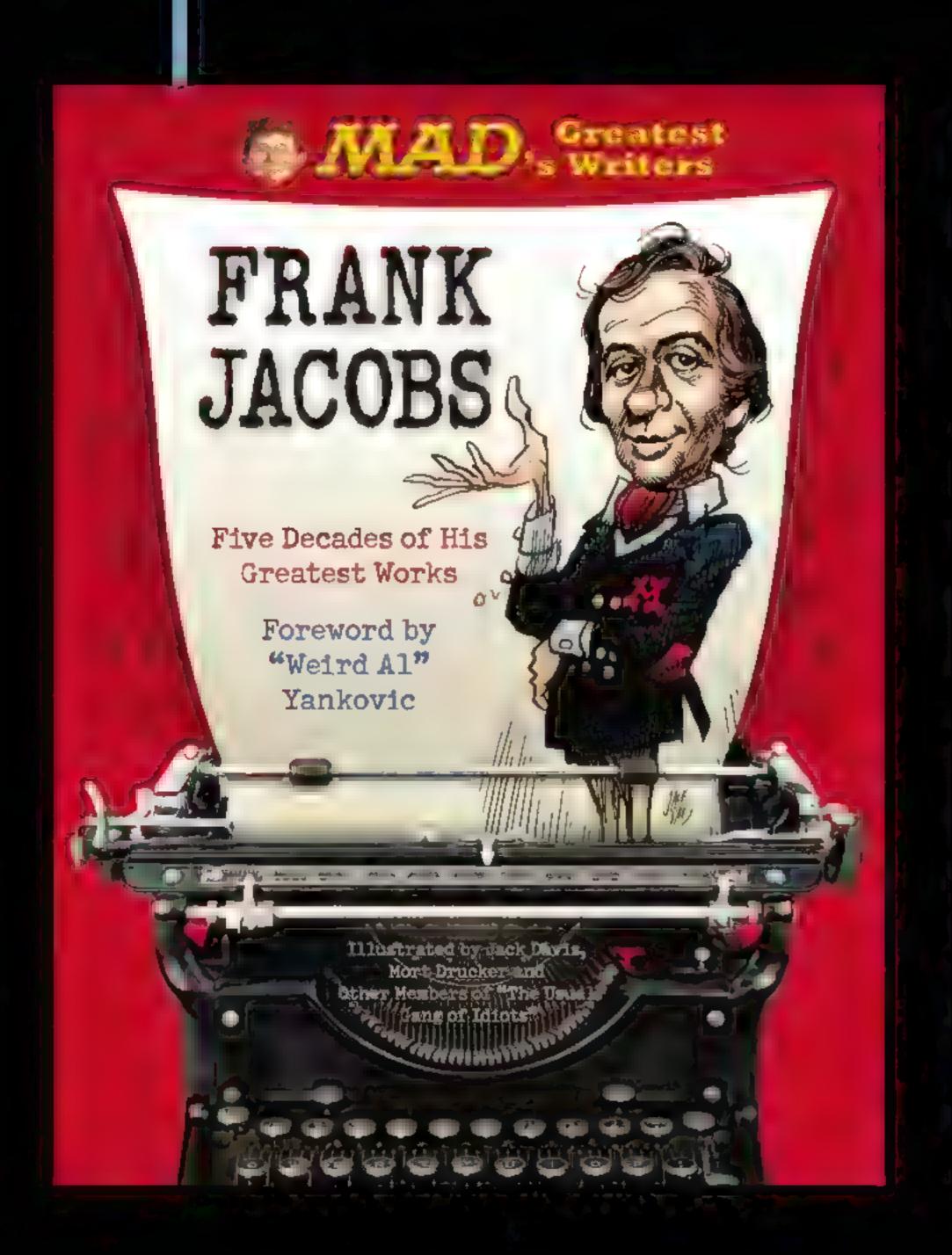


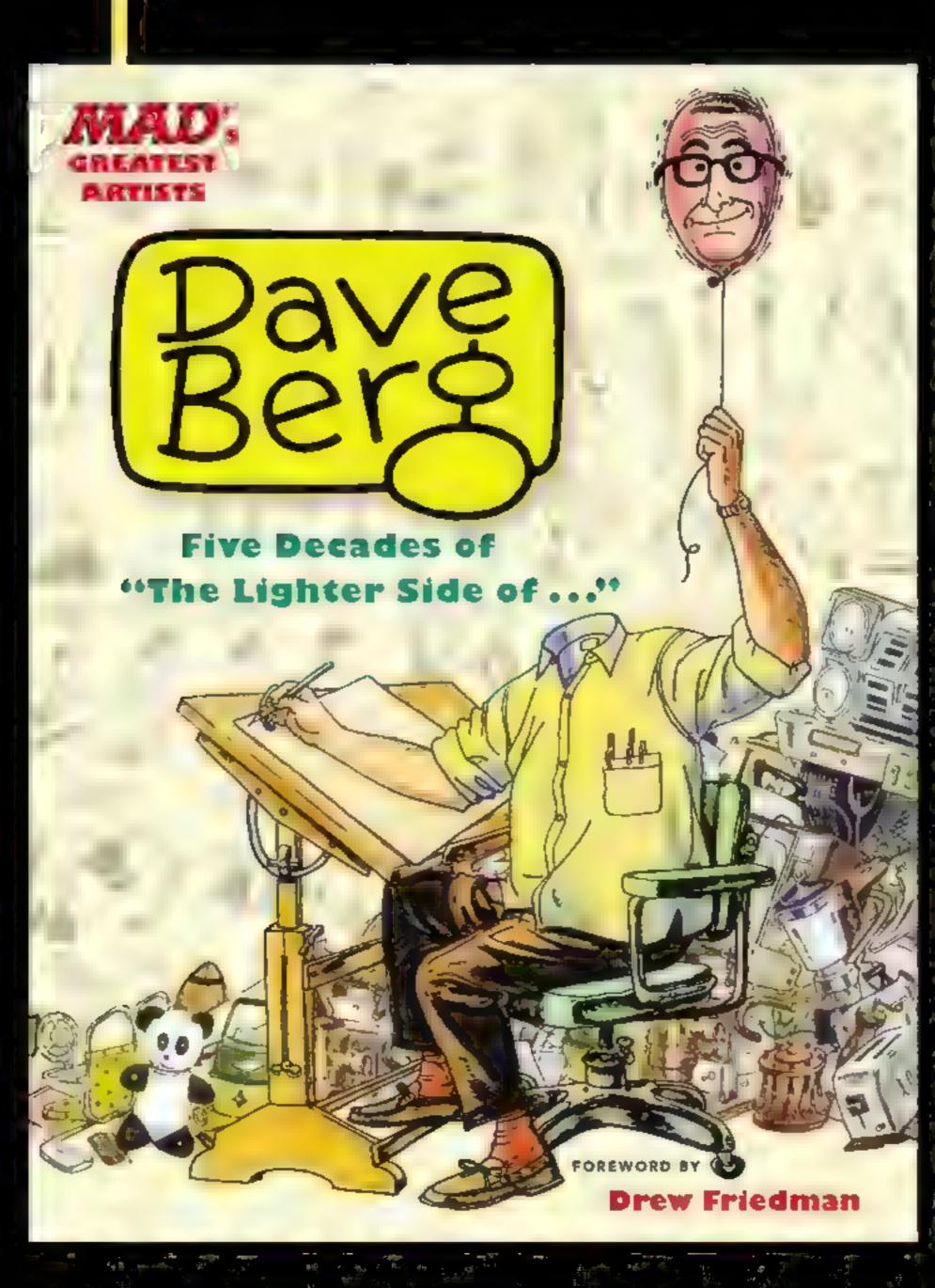
MAD'S GREATEST ARTISTS:

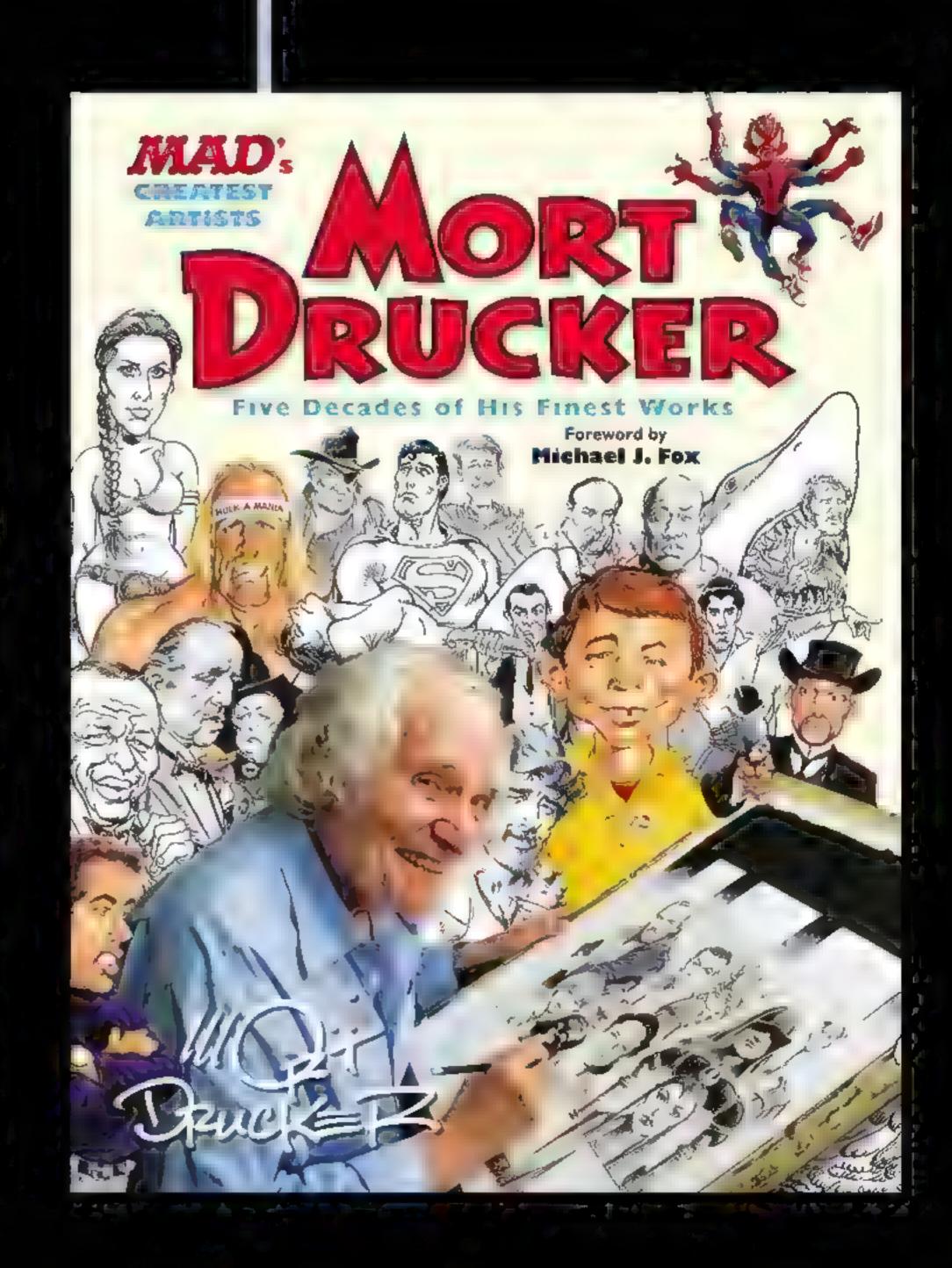
Includes many of Mort's greatest movie satires, plus essays by Michael J. Fox, Steven Spielberg, J.J. Abrams and others! Also a classic, vintage pull-out poster!

FILES!

Special digest size! 65 explosive adventures by Peter Kuper!







IN THE BOOK SECTION

(AND PROUDLY DECLARE YOURSELF A COMPLETE IDIOT!)

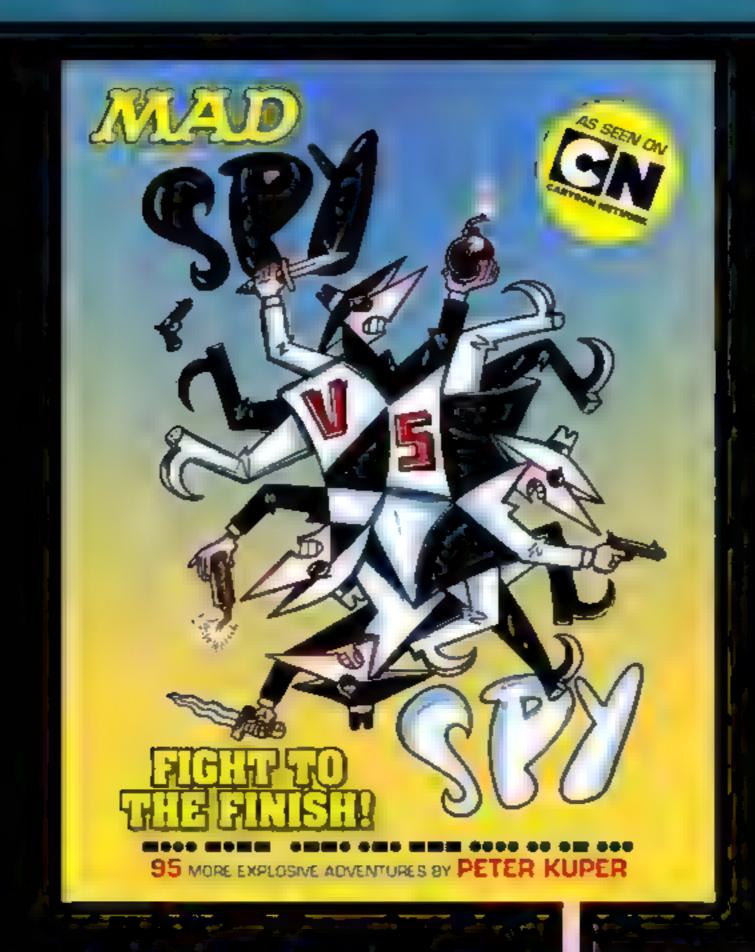


MAD'S GREATEST ARTISTS: DON: MARTIN

A select and expansive collection of Don's best pages spanning his 32 years at MAD! A must-have for lovers of Shtoink!

TOTALLY INSIDE MAD

A virtual combination of Totally IMAD and Inside IMAD, plus newly added articles all in one spectacular volume. A Sam's Club Exclusive!



MAD'S GREATEST ARTISTS: SERGIO ARAGONES

Includes new, neverbefore-seen Sergio art! Plus a pull-out poster with 500 of Sergio's favorite marginals! SPY:
VS. SPY:
FIGHT: TO
THE FINISH!

Special digest size! Includes 95 diabolical adventures by Peter Kuper! RE
PETER KUPER
WITH DUCK EDWING.
BOB CLARKE AND
BOB CLARKE AND
BAVID SHAVN
FOREWORD BY
L.J. ABRAM.

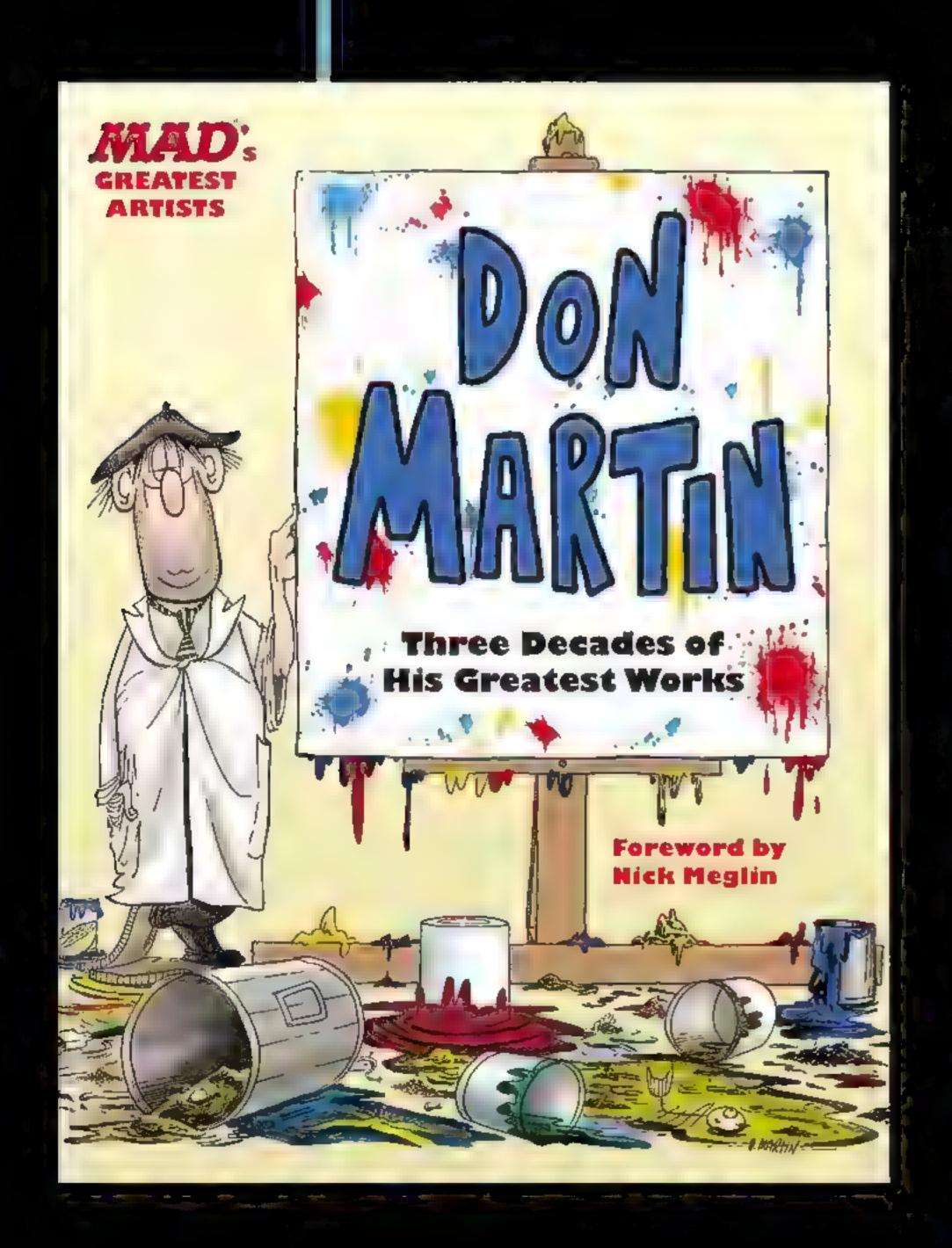
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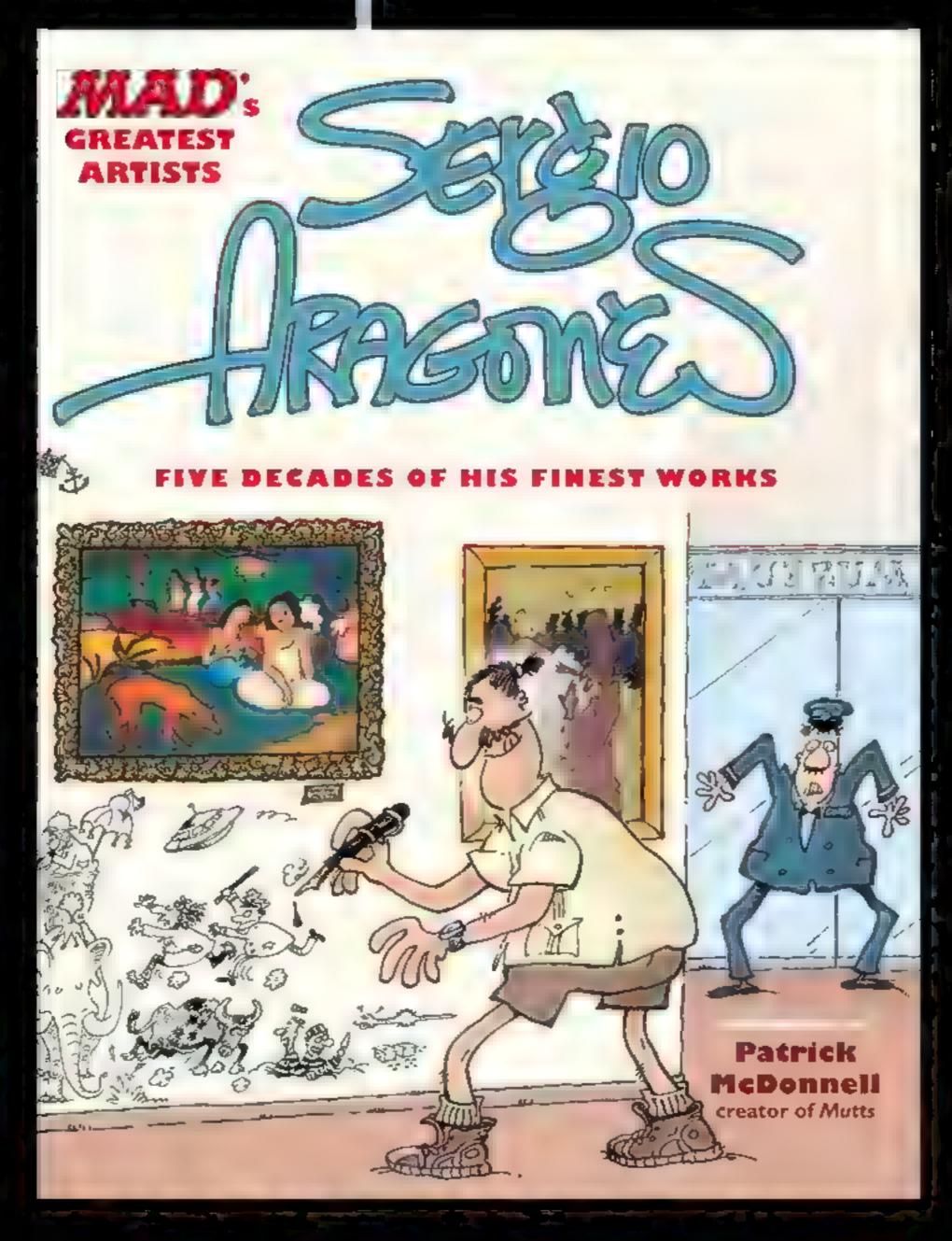
SPY VS. SPY VOLUME 2

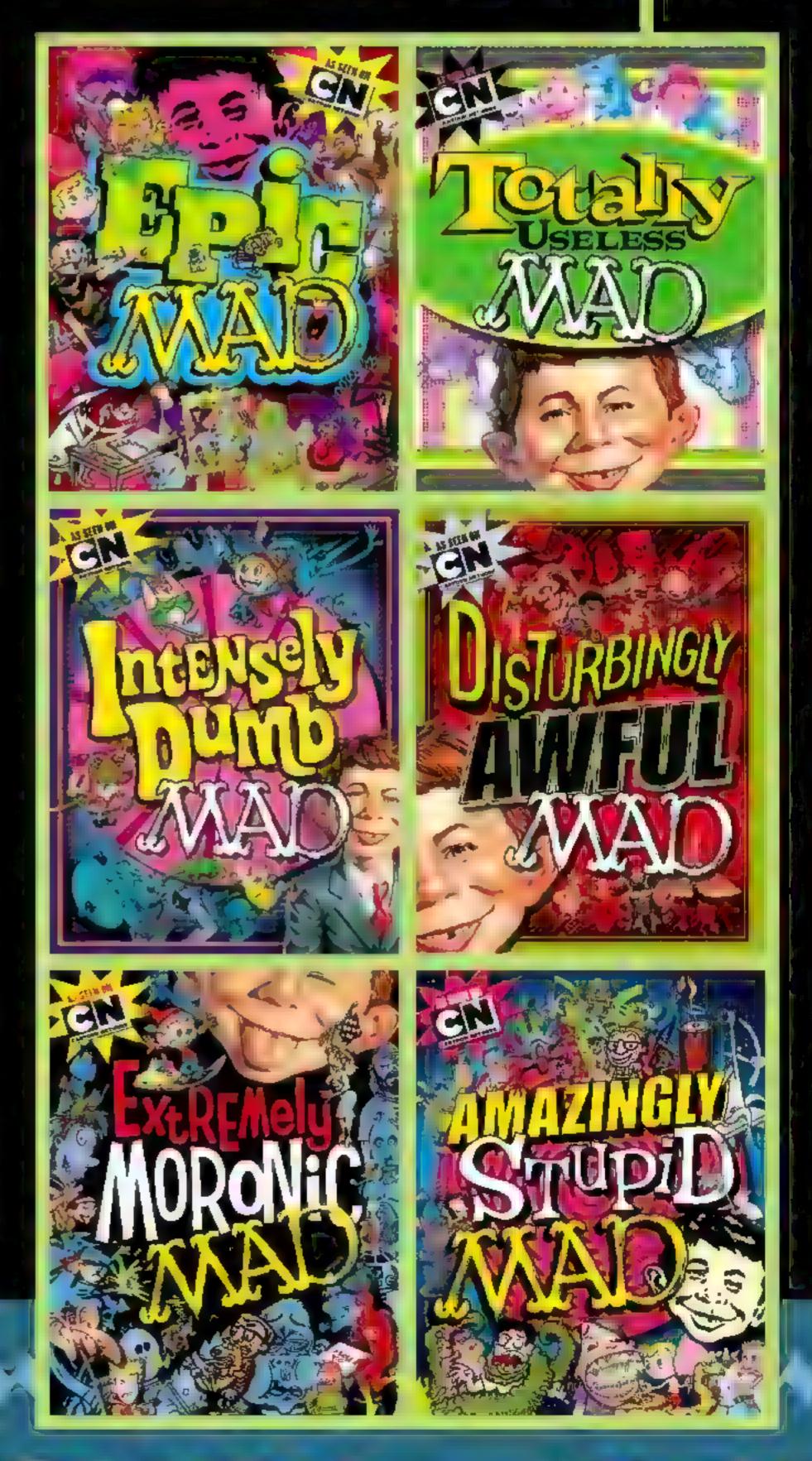
Siv pointless

Includes every
Spy vs. Spy
adventure from
1987 to 2007!

Six pointless collections, perfect for fans of *MAD* on Cartoon Network!







OF BOOKSTORES WHEREVER BOOKS ARE SOLD — DUH!

ARTICLES IN DESPERATE NEED OF A PROFESSIONAL EDITOR + DUBIOUS PERSONAL EXPERIENCES * CROWDSOURCED PHOTO CONTENT ILLEGALLY USING COPYRIGHTED STOCK IMAGES + FORUMS FEATURING INFINITE TOPICS ALL SOMEHOW RELATED TO SUBMITTING MATERIAL +

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EXHAUSTIVELY-EXPLORED FLIMSY PREMISES ABOUT MOVIES & TV

OVER-DISSECTED VIDEO GAME MINUTIAE

UNSUPPORTED SCIENCE

INACCURATE HISTORY

CRAP WE'VE PRESUMPTUOUSLY LABELED "VIRAL"

14 Insanely Unremarkable Facts About, Oh, Let's Say, Possums That We'll Describe As "Absurd" And Explain With Curse-Heavy Bro-Copy

By Hy Purbly | August 14, 2016 | 943,536 views



16,912 views

6 Brutal Realities of Being Addicted To The Steel Claw Game In Denny's Waiting Area

By Kort Tursblown | August 14, 2016

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| 91.05 SYDNEY | QU6071 | 521 | CONSTINE |
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By I L. Seat | August 14 2016



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By Polly Kottenblend August 14, 2016



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By Sal U. Lloyd | August 13, 2016



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Py Ed Lyns



1,267,869 Views

12 Amazingly Different Ways People Around The World Spell The Sound Made When Someone Sneezes

E, K te Chro



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5 Things Only People Who Collect Old Telephone Pole Glass Insulators Know About Old Telephone Pole Glass Insulators By A TR Ite



790,039 Views

7 Historically Insignificant Figures We Dug Up To Hyperbolically Refer To As "Badass" and "Magnificent Bastards"

By Dag Aerictype

IF YOU CAN READ THIS, YOU'RE READY FOR THE NEXT PAGE.





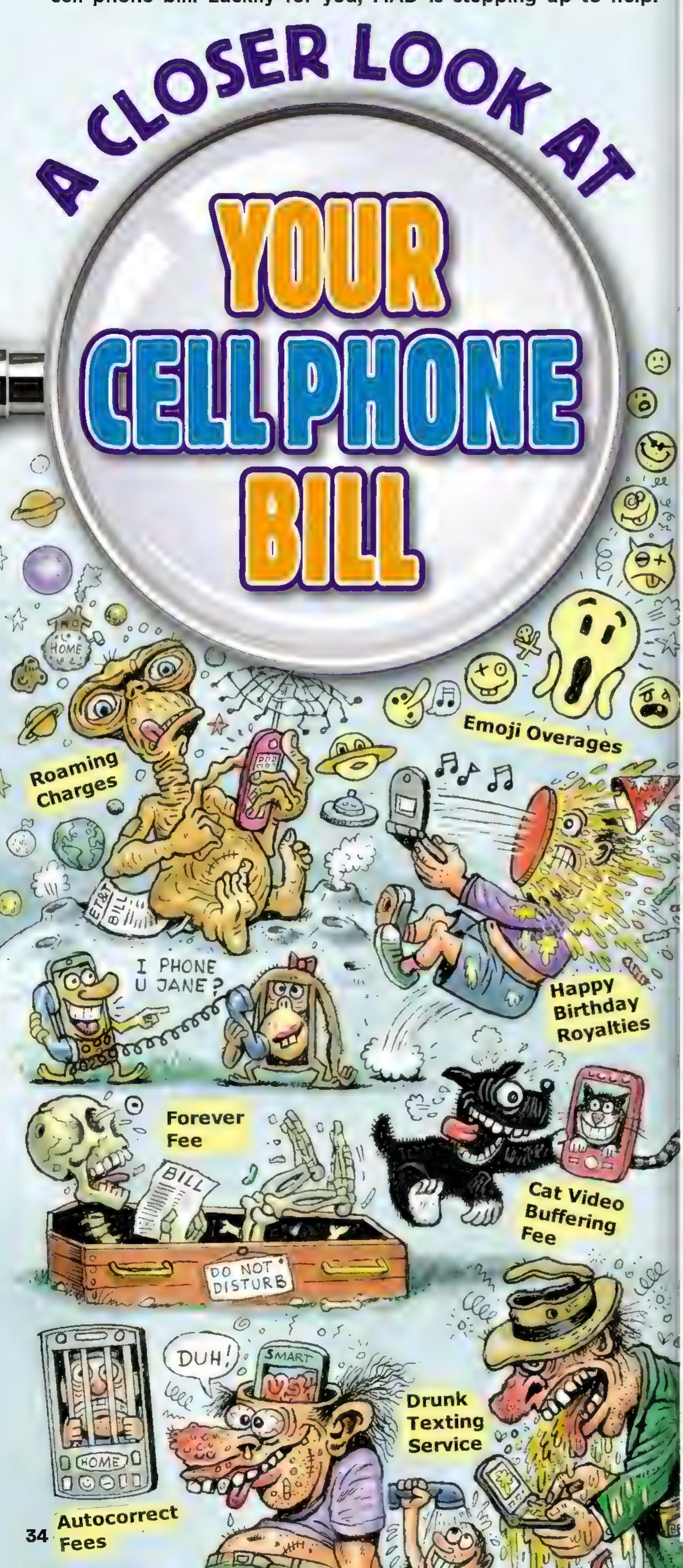








Cell phones make it easy to solve a number of problems. Are you lost? Use the GPS! At a restaurant and need to figure out the tip? Use the calculator! Can't remember the name of the actor who played "Turk" on Scrubs? Shame on you — Donald Faison is a national treasure! But the point is, you could look it up on your phone. However, there's one problem that even the smartest smartphone can't decipher — the details of your cell phone bill. Luckily for you, MAD is stepping up to help!



Basic Monthly Fee

Your Plan: Less of Everything PLUS®

Includes free talk time of up to 17 non-consecutive minutes, PLUS unlimited free texting of select consonants

\$75.00

Additional Charges

| A. Voice Usage Summary | |
|--|---------------|
| Annoying-Voice Fee | |
| A 15-20% surcharge may occur depending on how annoying we find your voice | \$13.50 |
| Call Waiting fees apply to any and all | |
| minutes during which you may be waiting for a call | \$3.47 |
| B. Data Usage Summary | |
| Emoji Overages | |
| Users are subject to a \$4.75 service charge per emoji. Because you need to cool it with the freakin' emojis. Seriously, people want to stab you through the phone | \$23.75 |
| Drunk-Texting Services | 7 - 0 - 0 |
| For your own good, any messages sent to your ex between the hours of 2:00 and 5:00 AM are subject to surge pricing | \$7.03 |
| Autocorrect Fees | |
| An additional 5¢ per typo will be charged to your coconut. Account. We meant to say account. Stupid autocorrect | \$21.10 |
| Cat Video Buffering Fee | |
| Time spent waiting for cute cat videos to load will be considered KittenMinutes® and isn't included in your current data plan | \$11.41 |
| Snapchat Extortion Surcharge | |
| This nominal fee guarantees your old Snapchats stay deleted and don't "mysteriously" resurface one day | |
| to destroy your life and career | \$9.68 |
| C. Surcharges and Other Fees | |
| Forever Fee | |
| A one-time "Forever Fee" will be charged to your account one time per month for the rest of your life | \$2.98 |
| Roaming Charges | |
| Apply to all calls made outside your Coverage Area, which consists of the Hoover Dam, a Lowe's parking lot in Shakopee, MN, | 414 22 |
| and some parts of Puerto Rico | \$14.32 |
| Happy Birthday Royalties | |
| Calls containing all (or portions of) "The Happy Birthday Song" are in violation of U.S. copyright laws and the proper fines will be assessed | \$7.72 |
| Late-Early Fees | |
| Payment is due exactly at noon on the first day of the month. Good luck with that. Late and early payments are subject to a \$35-per-minute surcharge | \$70.00 |



Mortimer Baloney 47 Baconwood Dr. Armpit, AZ 85121

Account: 0208-07734

Date: Jul 05, 2016

| | Fee-Processing Fee | WE IS |
|----|--|---------|
|) | A "Fee-Processing Fee" will be applied to all fees, including the aforementioned | |
| | "Fee-Processing Fee," the "Fee-Processing Fee-Processing Fee-Proce | \$12.41 |
| | Inconvenience Fee | |
| | Randomly applied without notice, most often due to a computer "glitch" that we refuse to fix for incomprehensible | |
| | reasons that we make up as necessary, should you complainshould you complain | \$7.66 |
| D | Government Fees and Taxes | |
| | Noise Pollution Tax | |
| | Assessed whenever you allow your Fetty Wap ringtone to go off in public | \$4.08 |
| | Taxation Tax | |
| | An additional 31% tax will be applied to all taxes | \$2.42 |
| | Spanish-American War Tax It's a thing, look it up! | \$3.72 |
| E. | Equipment Charges | |
| | Touch-Tone Services | |
| | We use this money to buy new costumes for our a capella group, The Touch Tones | \$6.94 |
| | Dial Gasket Maintenance | |
| | Technically no one's used a dial gasket since the 1970s, but here we are, still | |
| | charging for it! | \$4.88 |
| F. | Account Maintenance Fees | |
| | Phone Number Continuity Fee | |
| | When moving to another carrier, you will be able to keep your current phone number at no additional charge. Keeping it in the exact same order, however? That's | |
| | going to run you about 50 bucks | \$49.95 |
| | Welcome Back Fee | |

Total Amount Due

Billing Questions?

Please call us so you can be put on hold, redirected and put on hold again until you give up and just pay us.

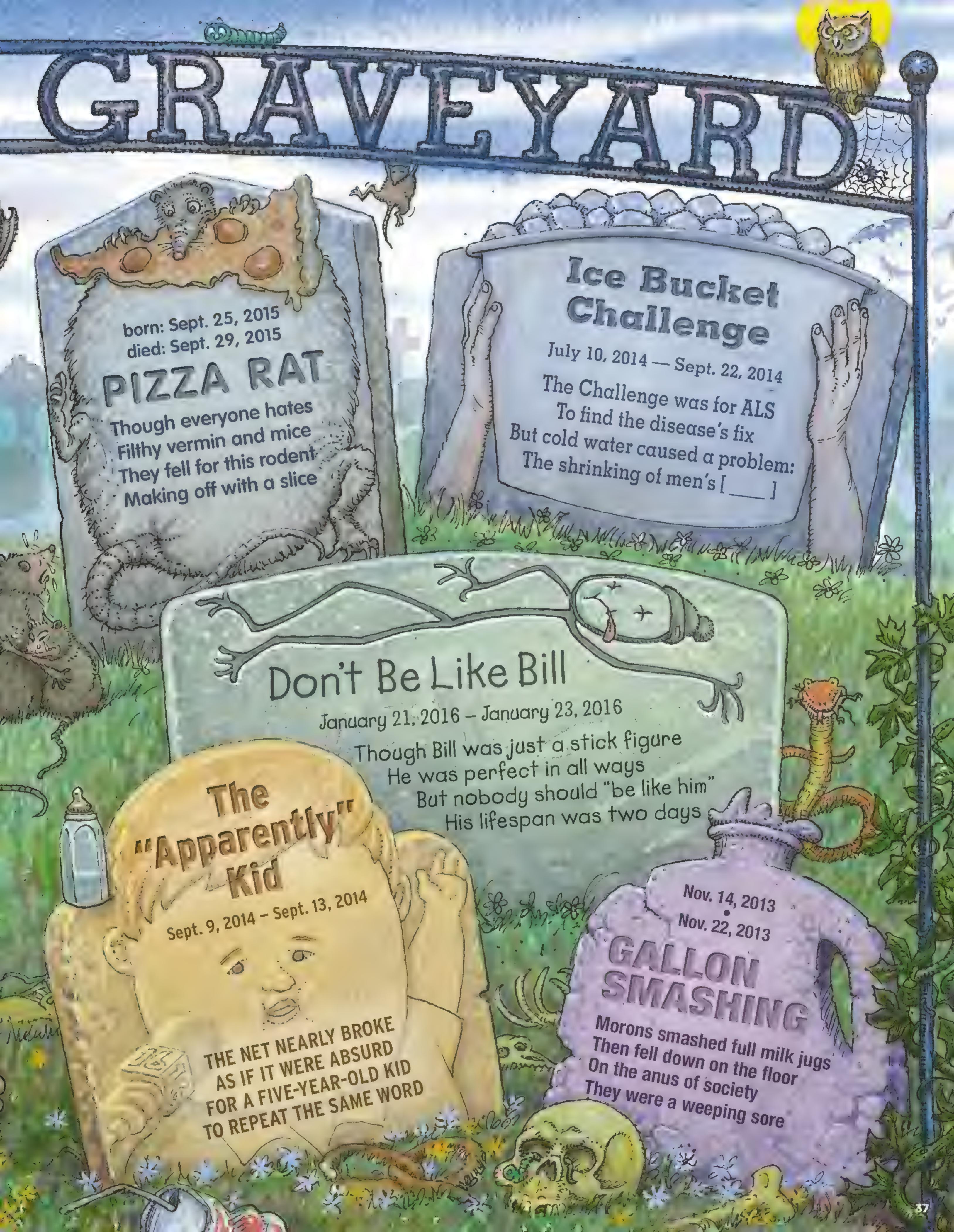
Payable upon the realization that your new

service provider is even worse than we were.

\$401.97







MAD IS NOW ON ANDROID PHONES AND TABLETS!

Good news for MAD readers!

Bad news for Google shareholders!



Oo to Google Play
Newsstand, type
"MAD Magazine"
in the search box
and start using your
smartphone for
something dumb!

Get the new issue! Get select back issues!

MORE ISSUES WILL BE AVAILABLE AS THEY'RE RELEASED!













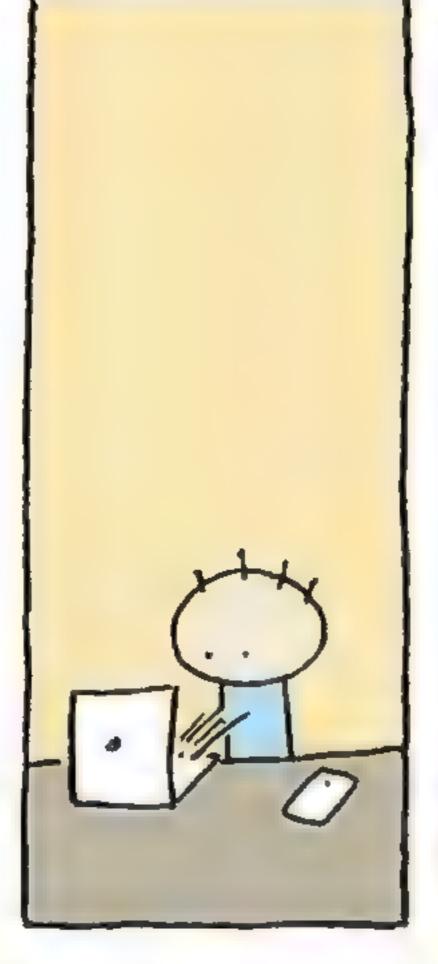


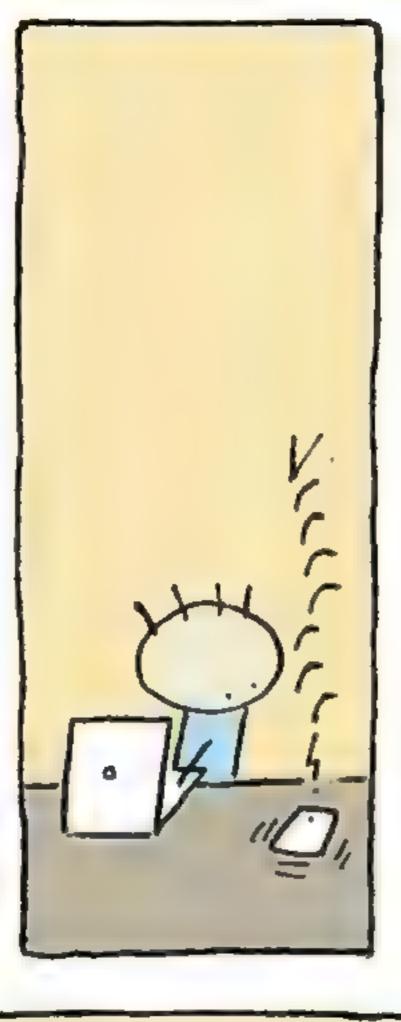


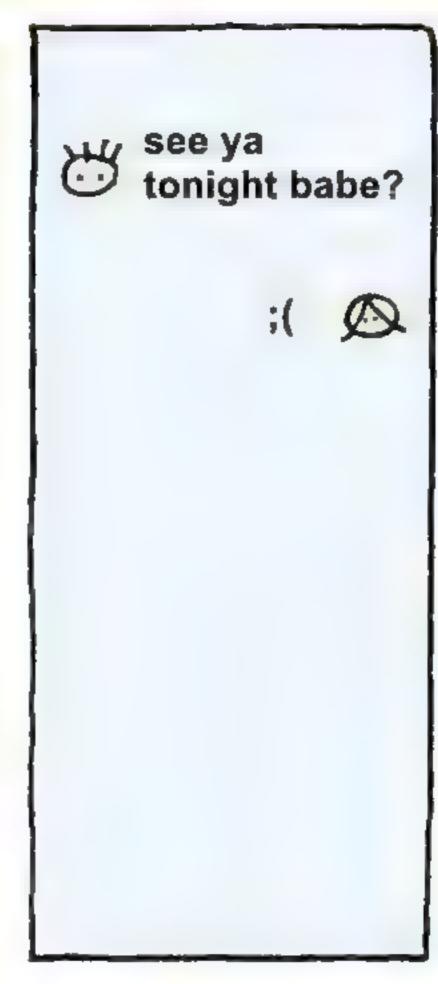


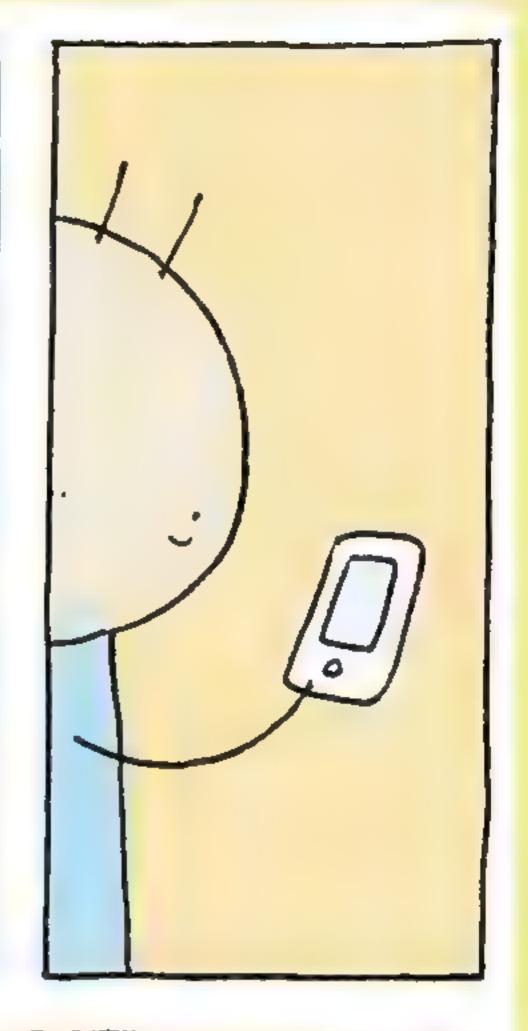










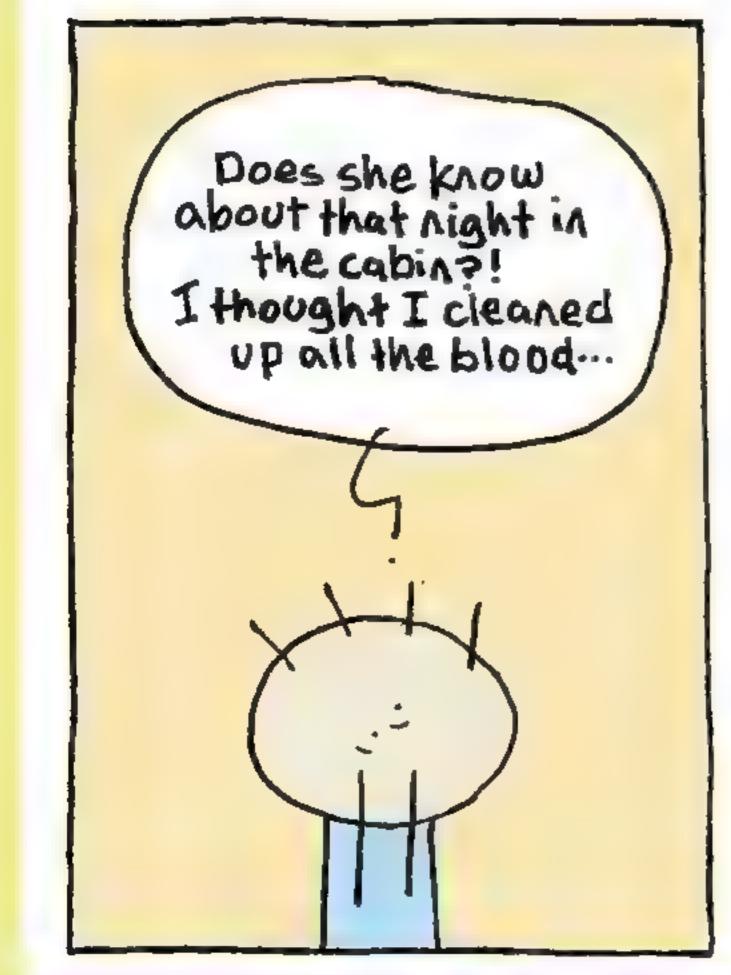




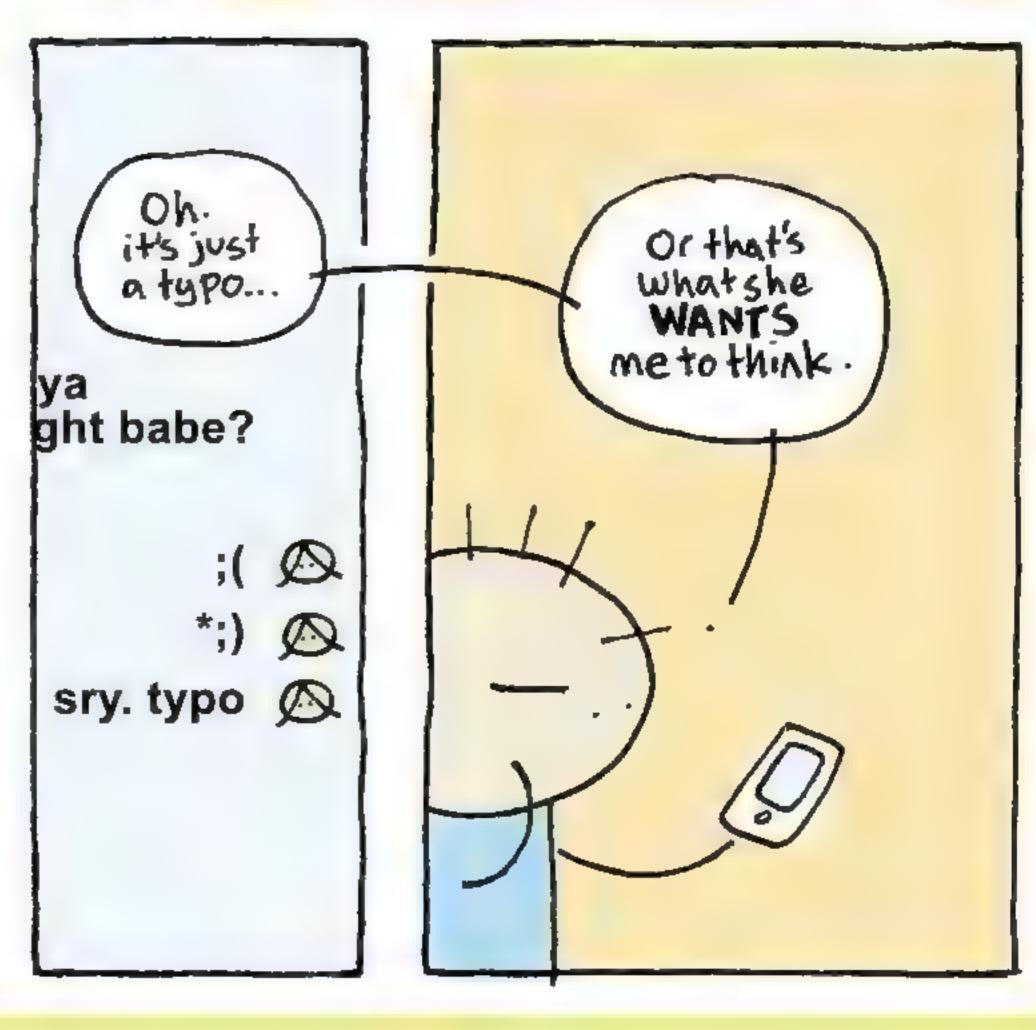


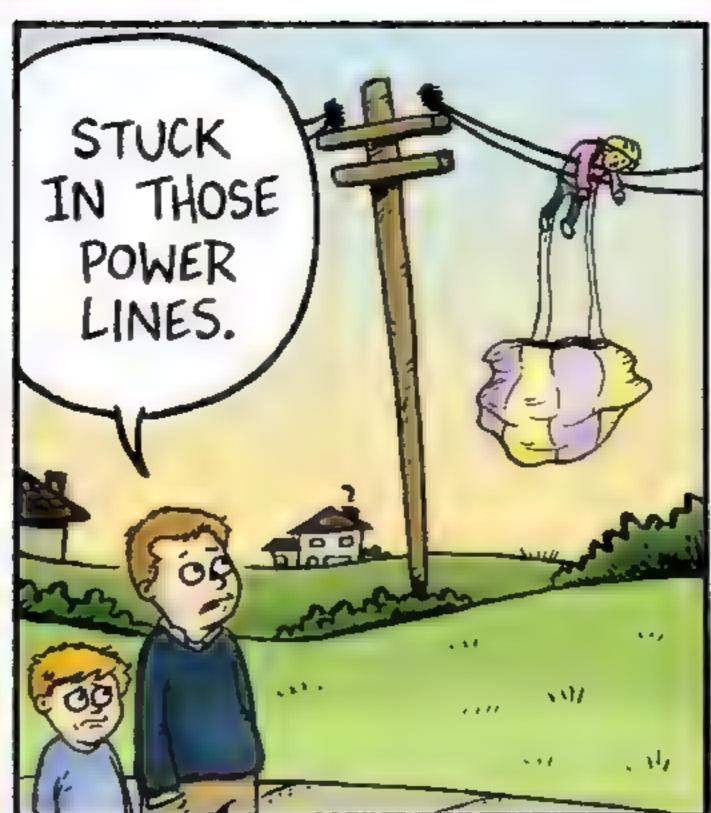






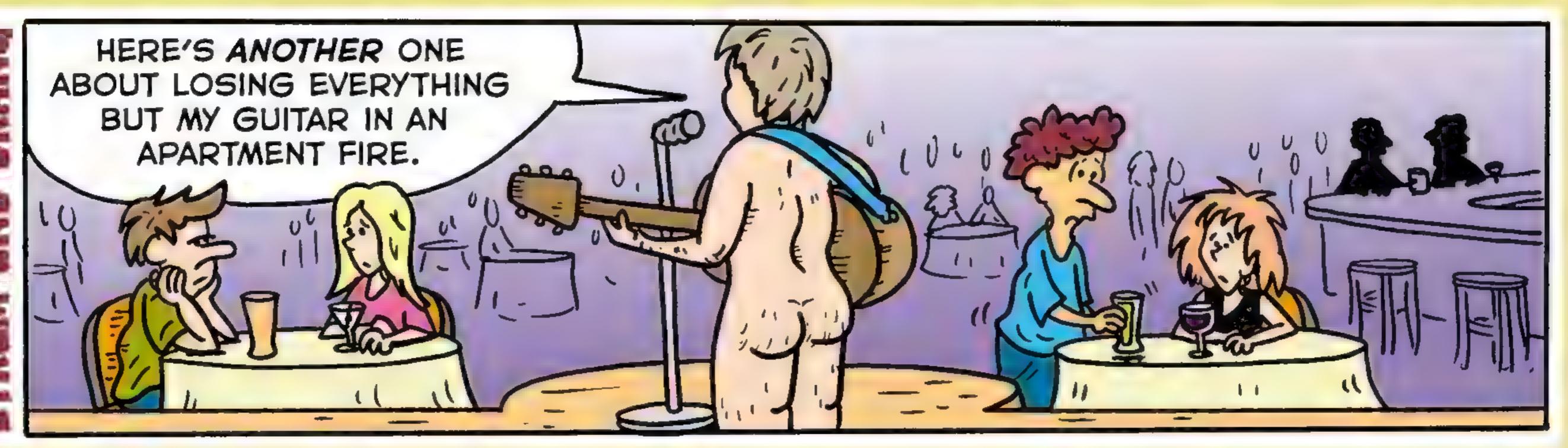








NATHAN COOPER

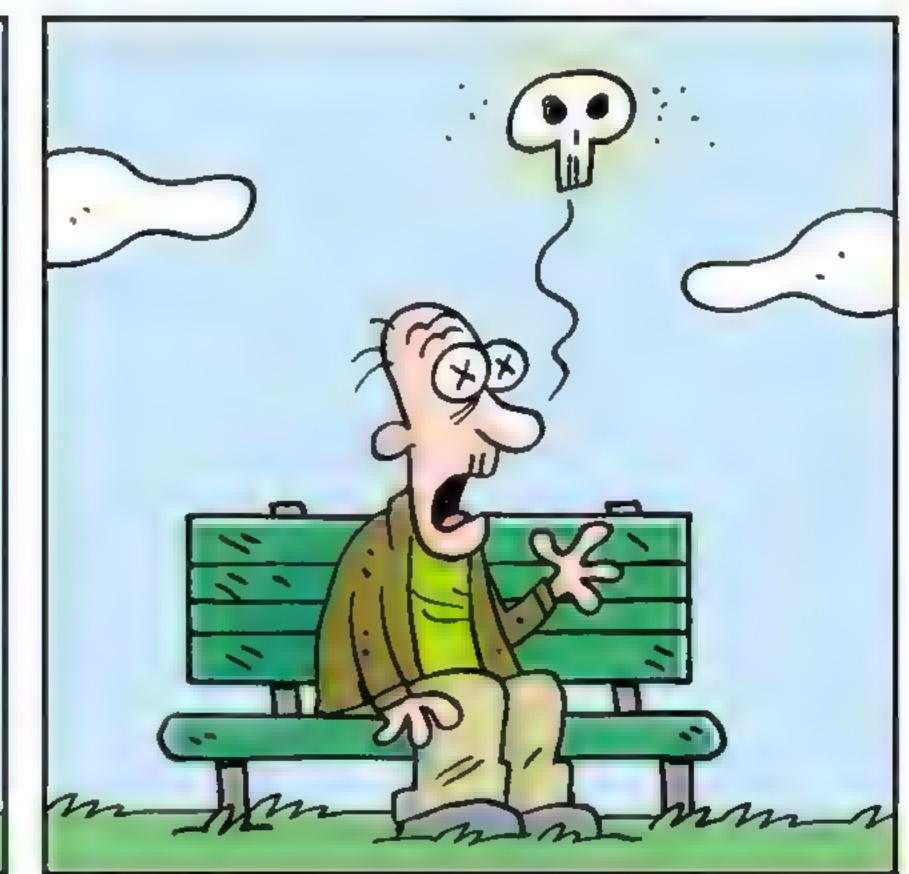


TODD CLARK

THE DORK SIDE













THE STAGES OF A RELATIONSHIP AFTER NETFLIX AND CHILL





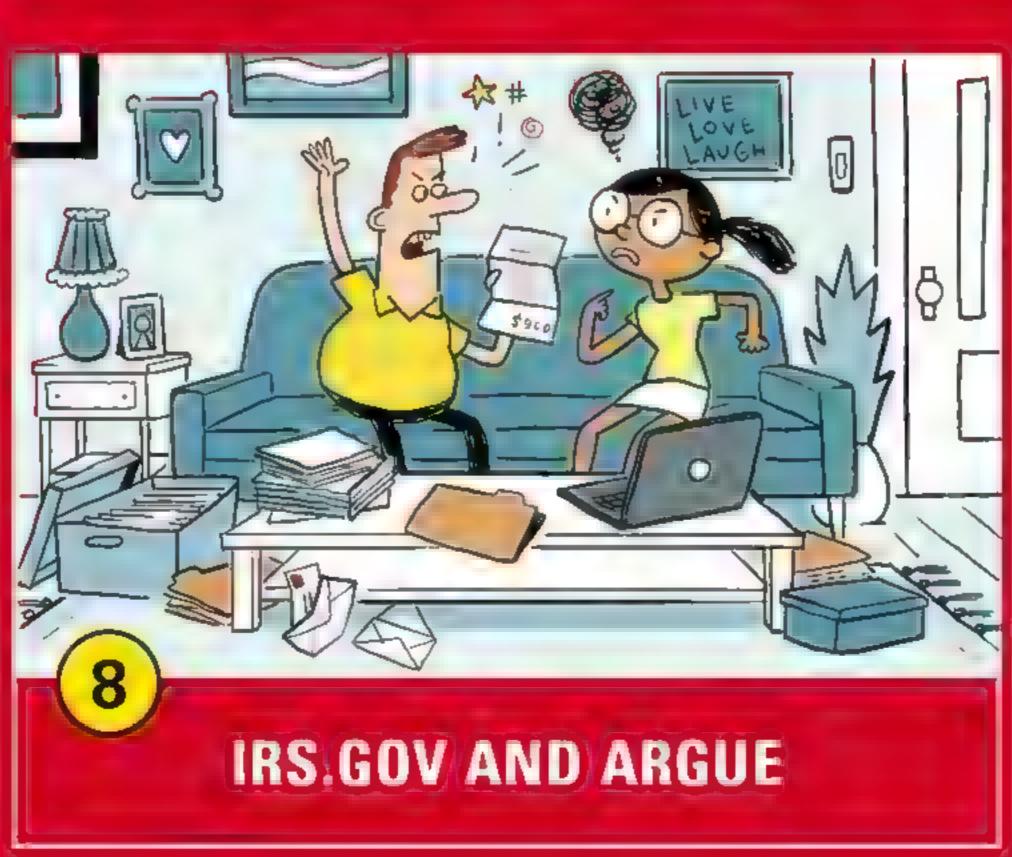




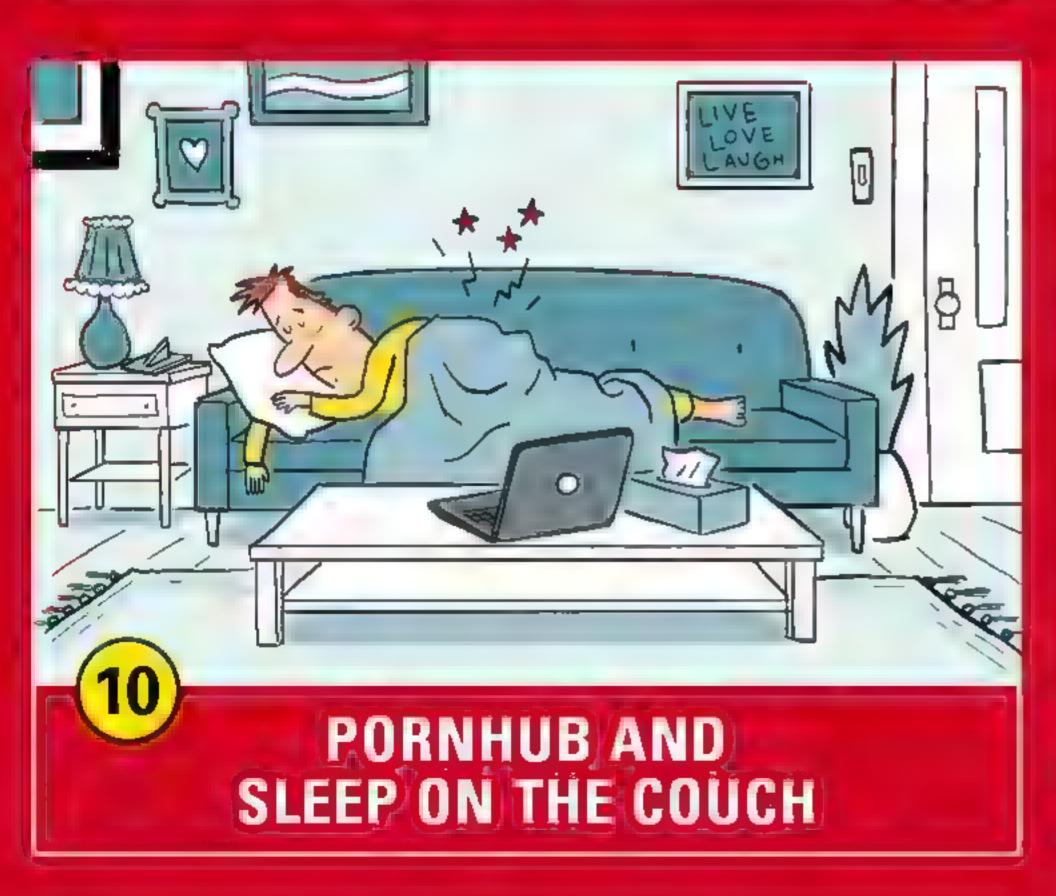
















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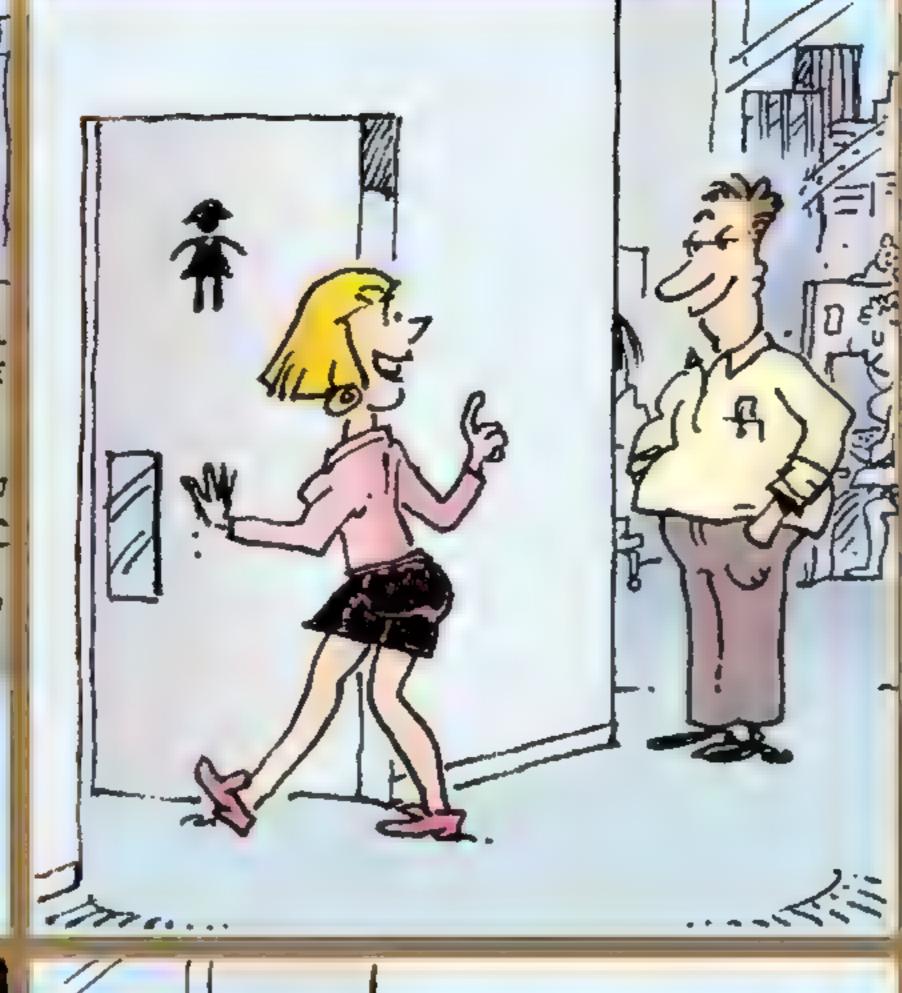
GO TO THE MINISTRATES



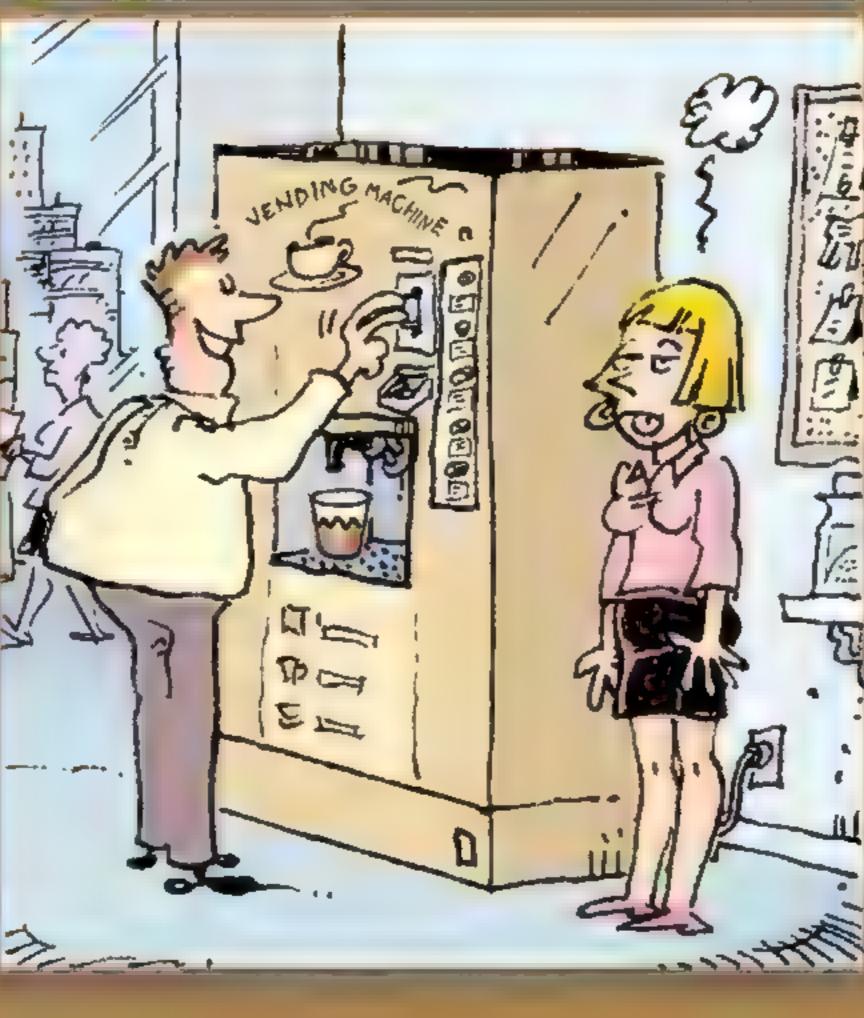
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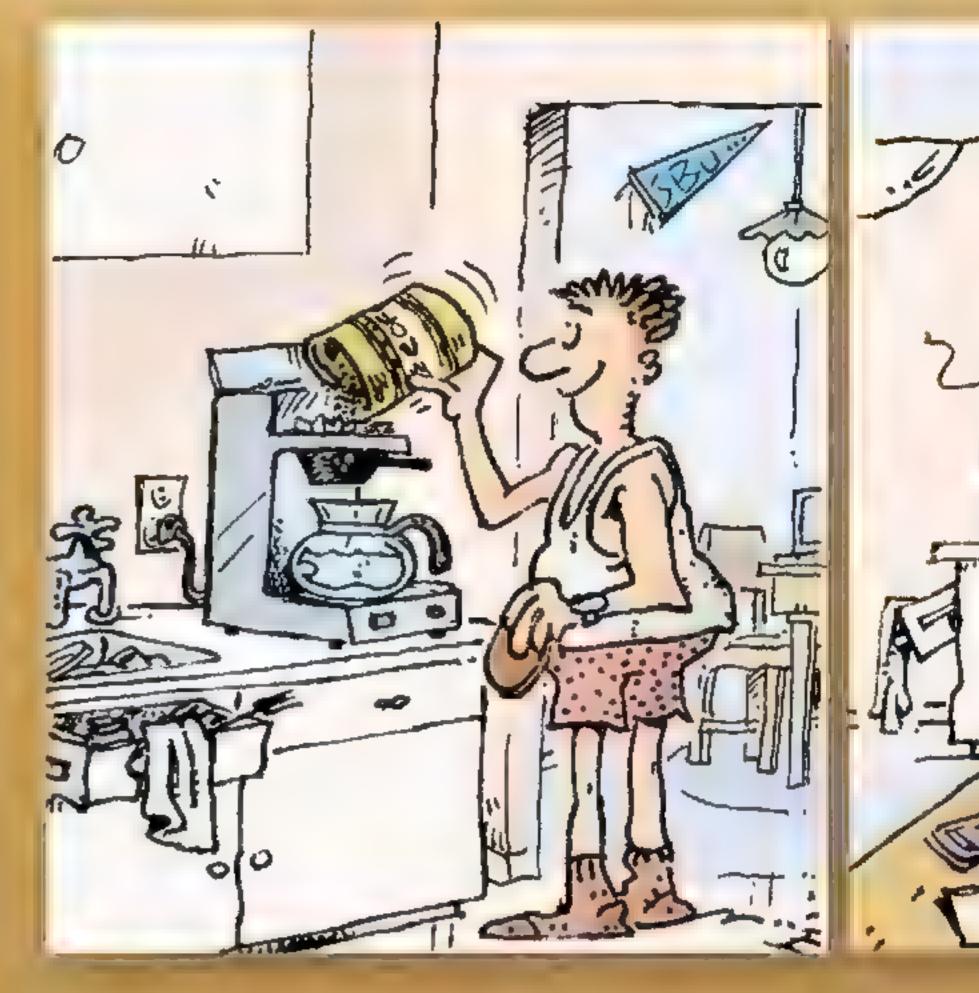


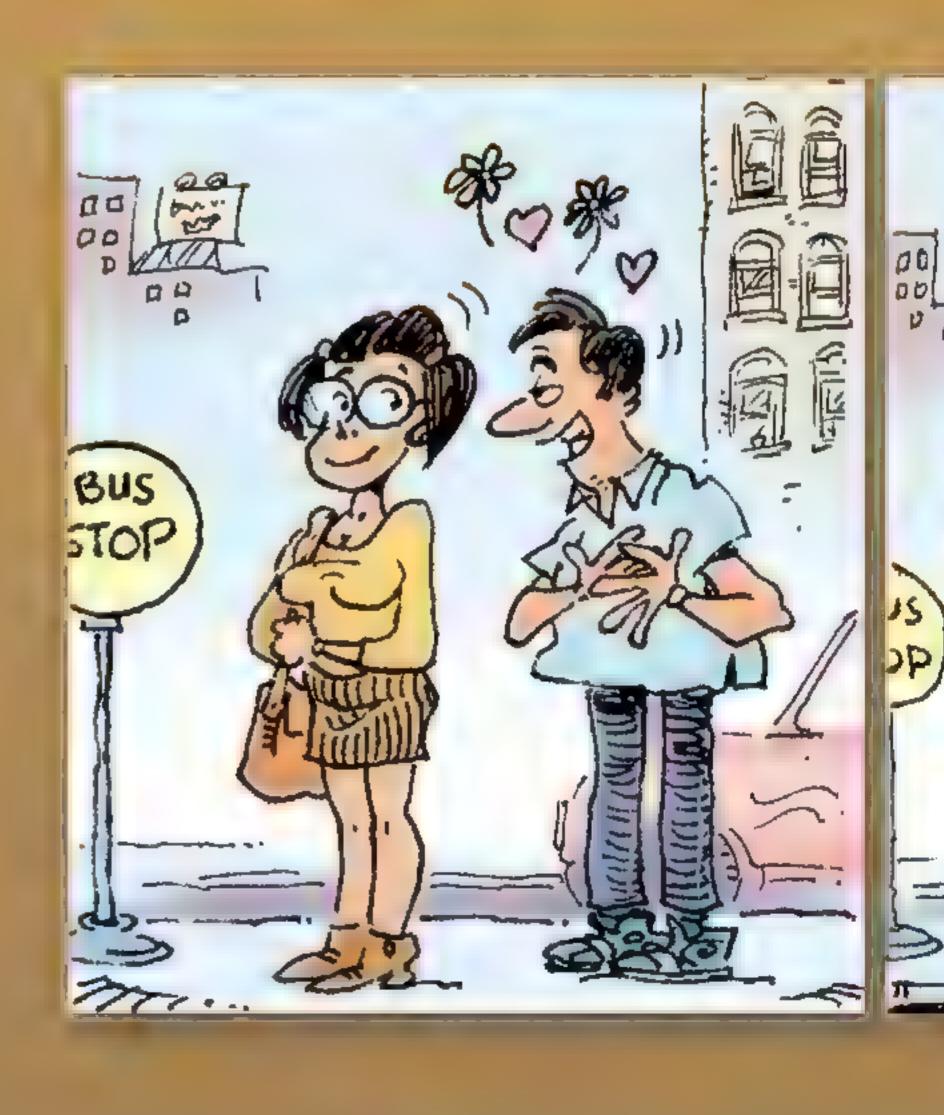




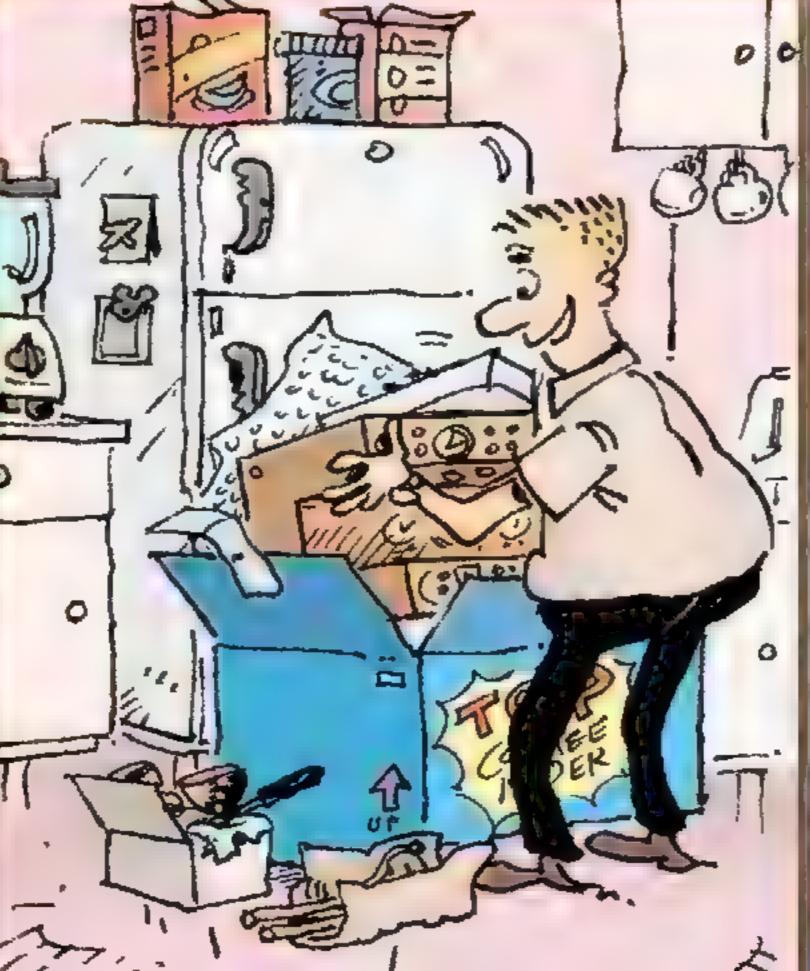




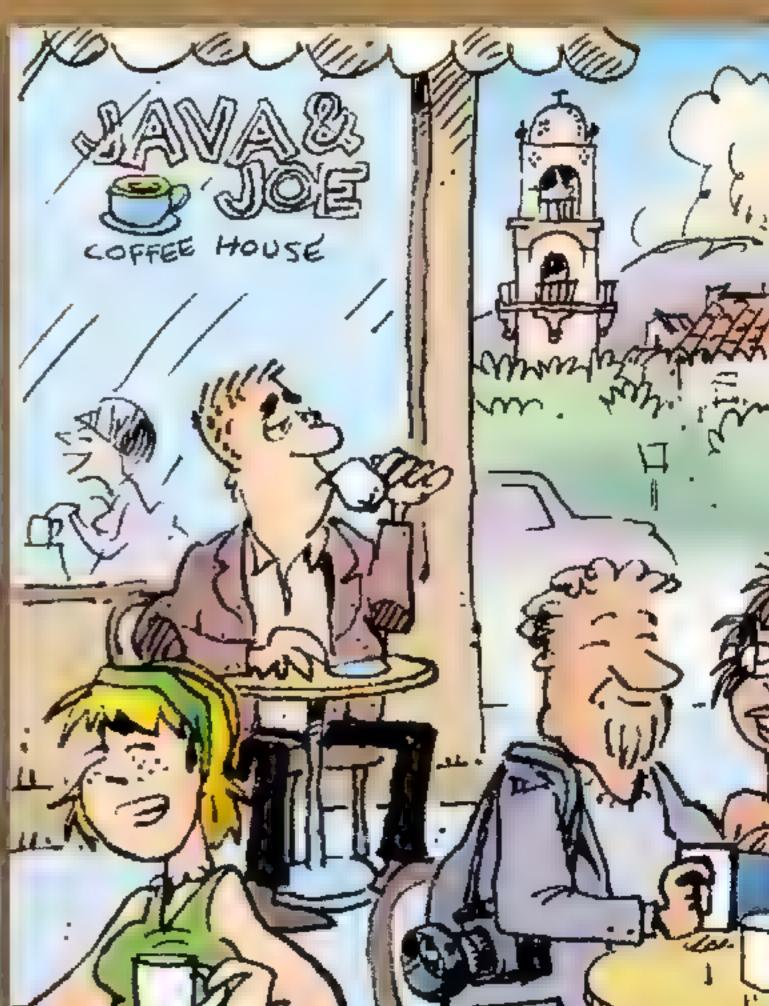




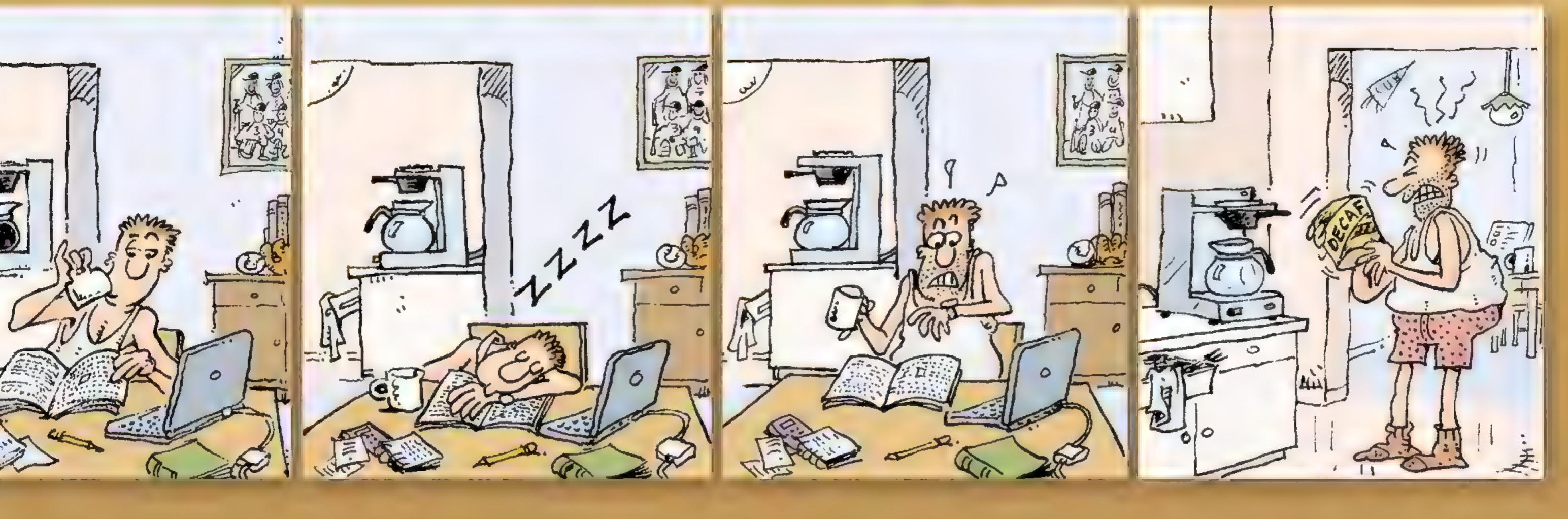




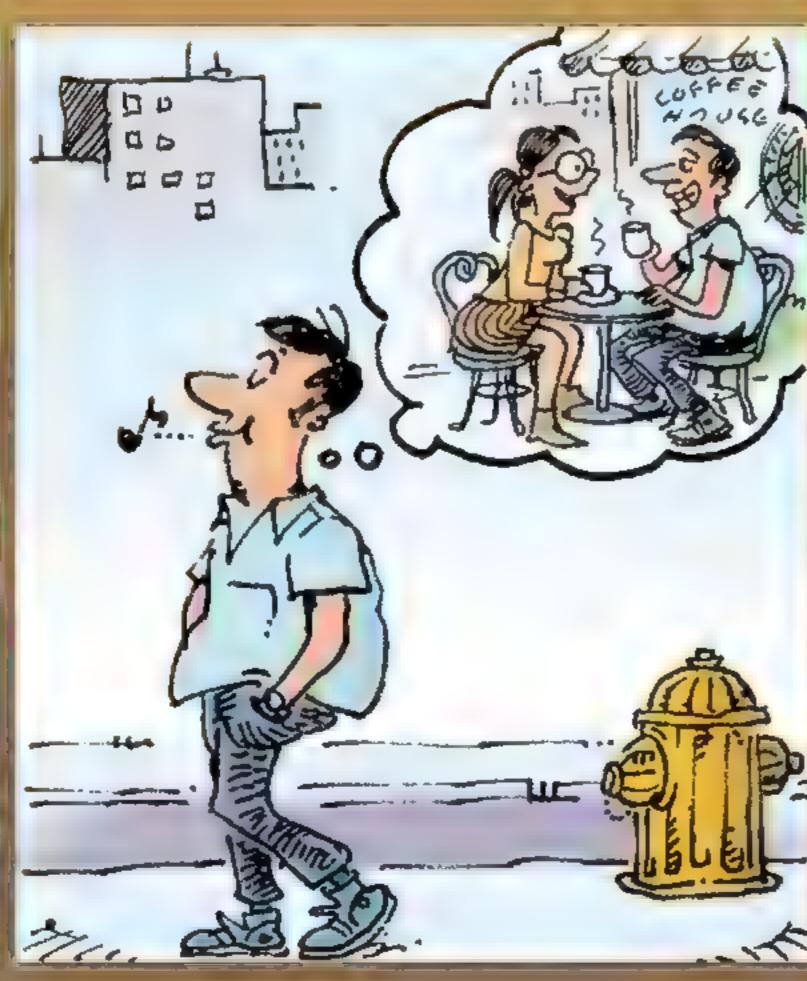




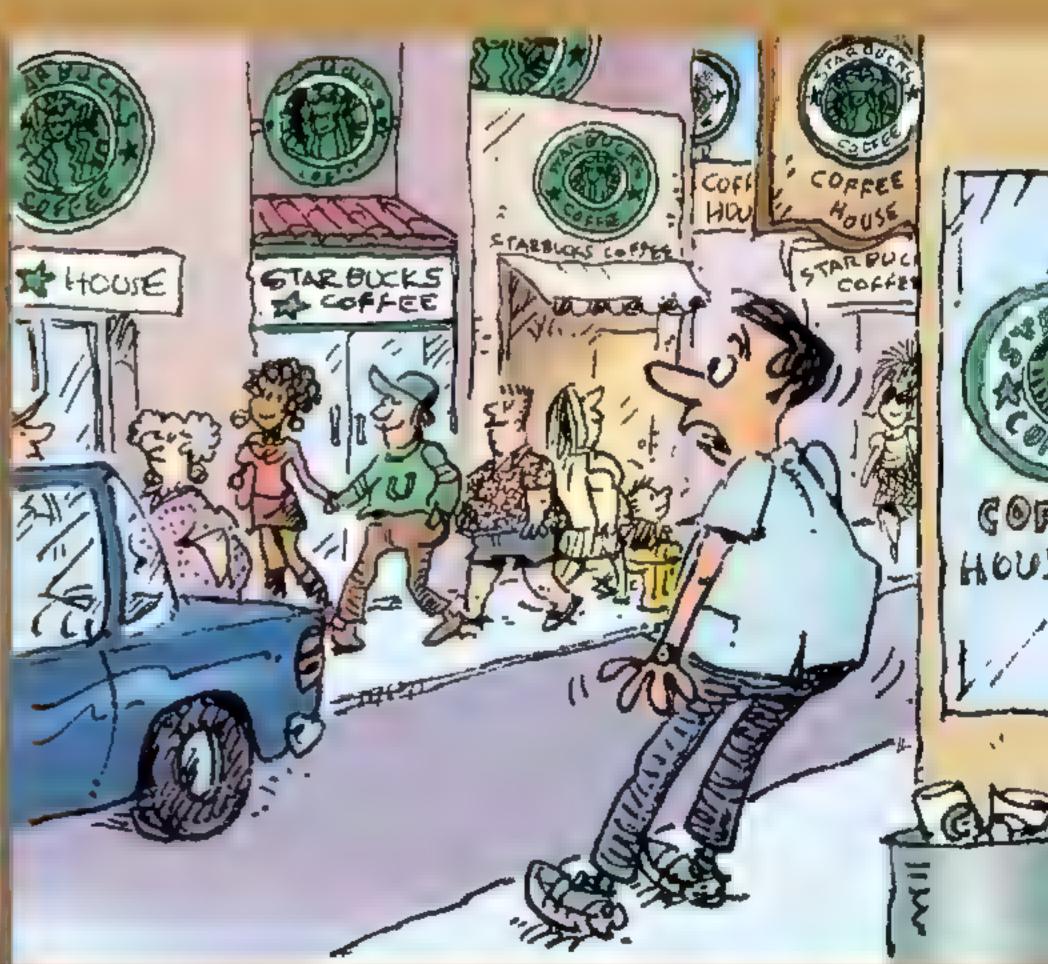




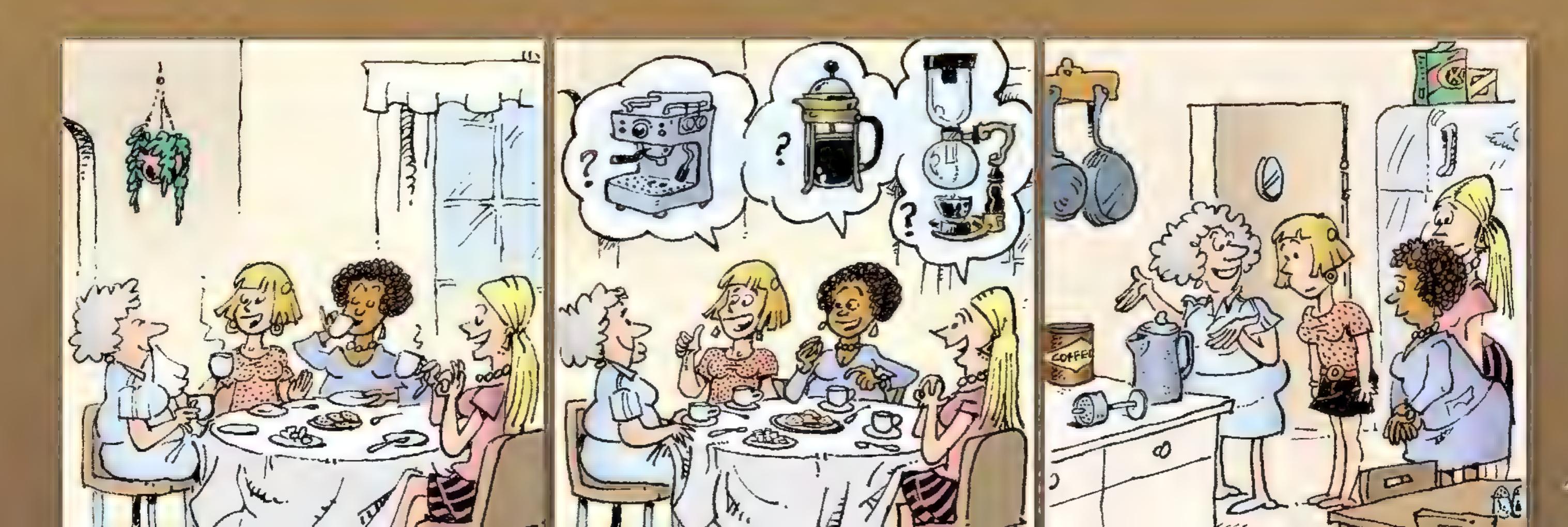




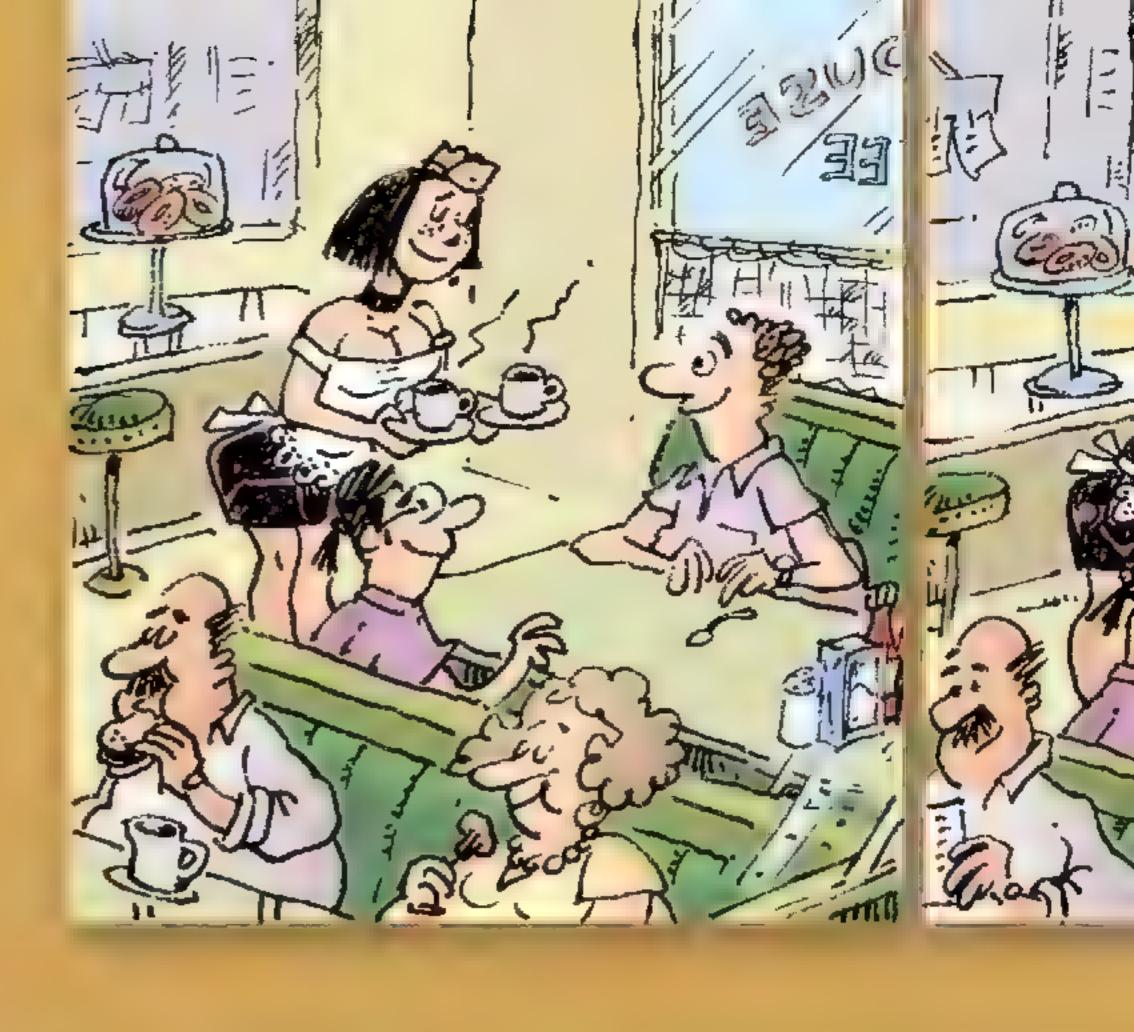


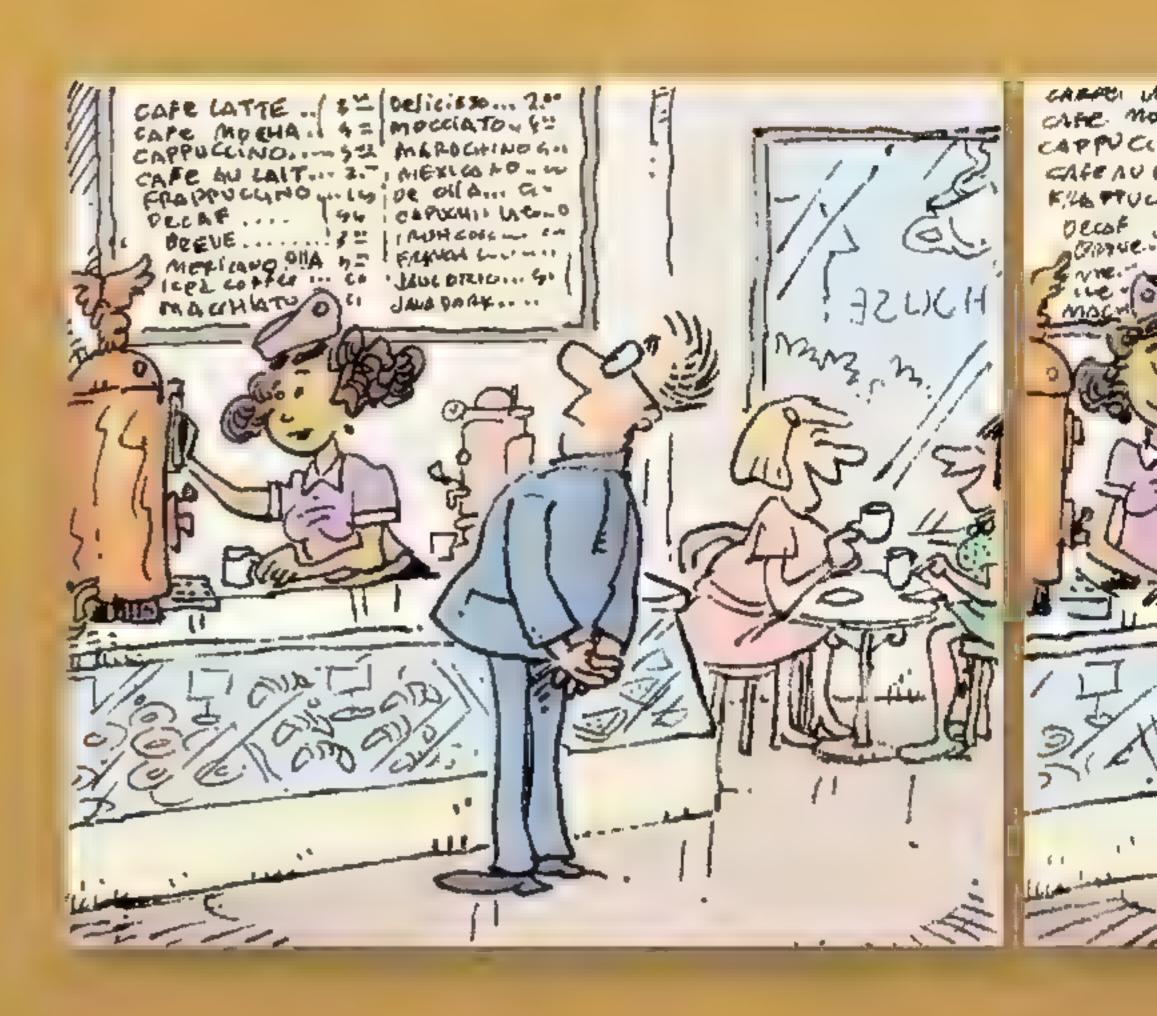


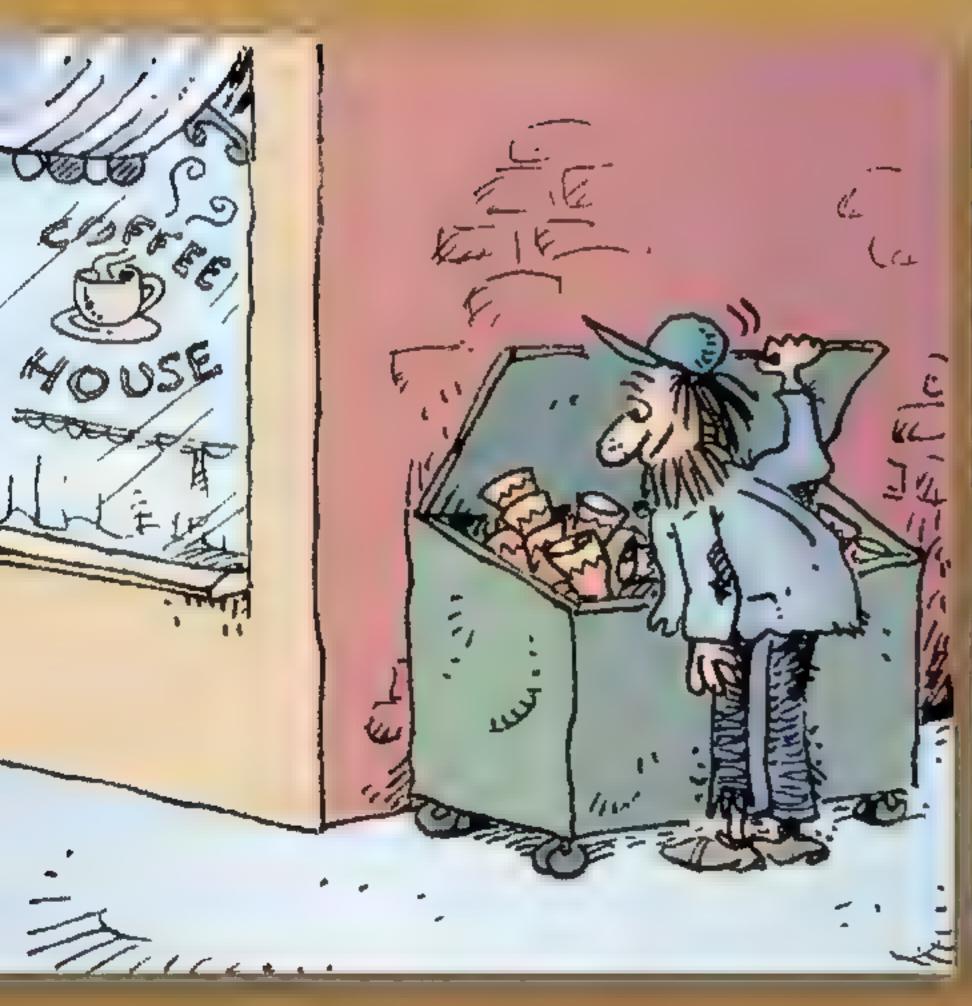
WRITER AND ARTIST: SERGIO ARAGONÉS COLORIST: TOM LUTH

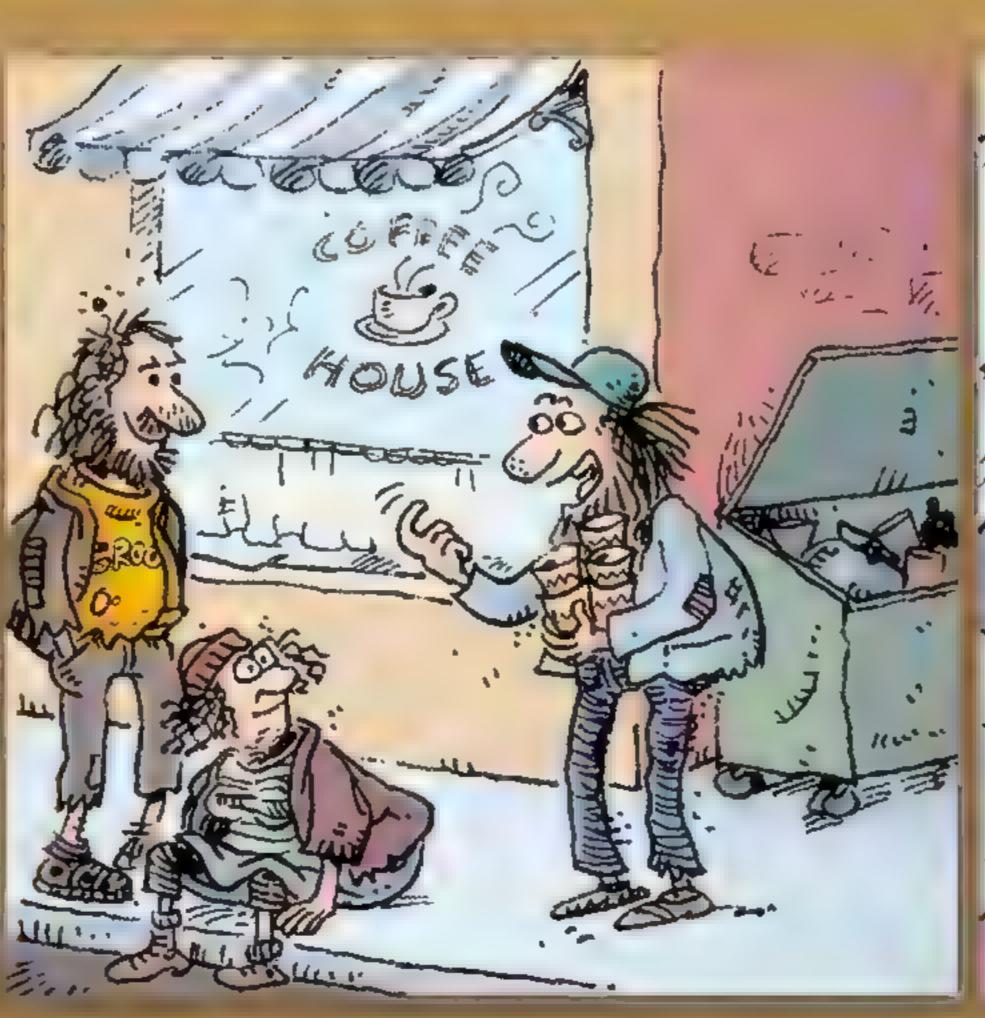


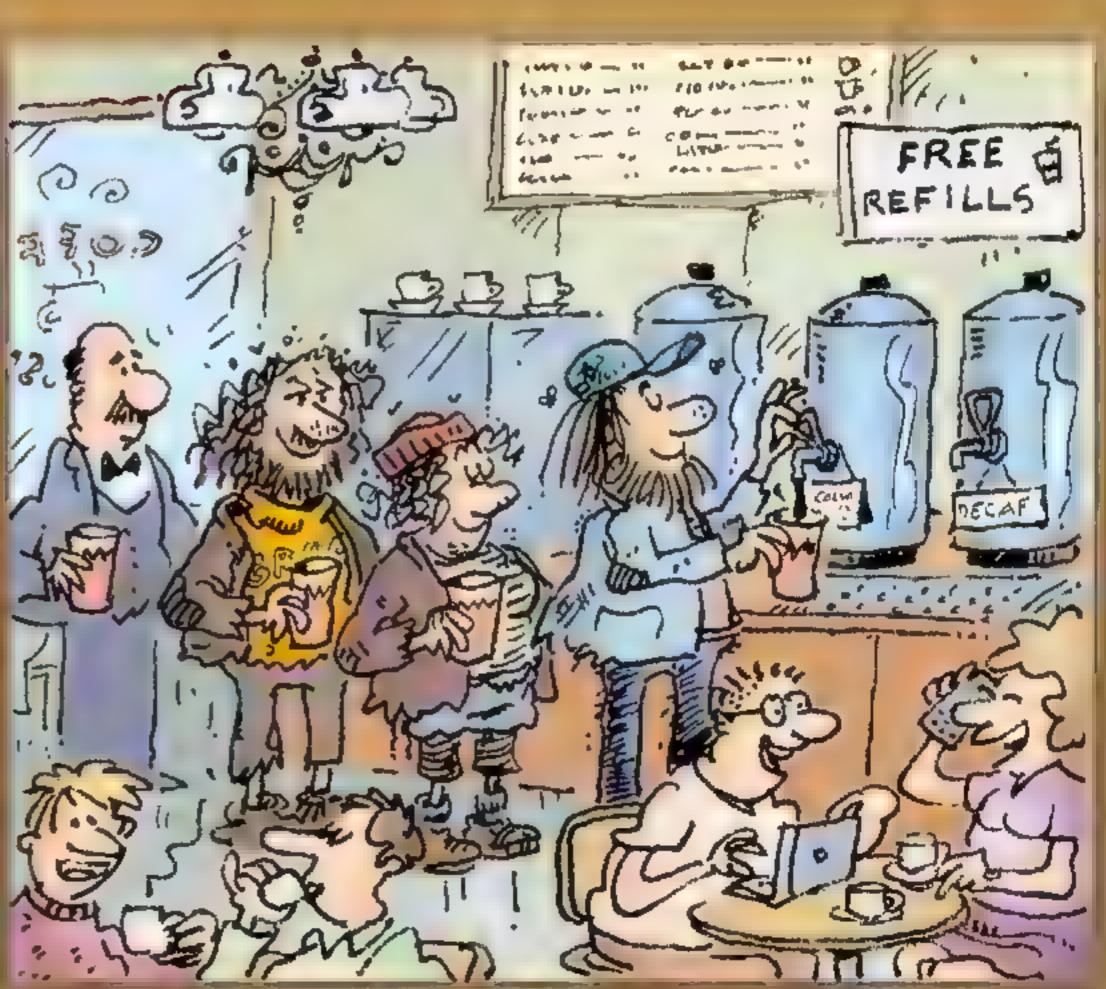








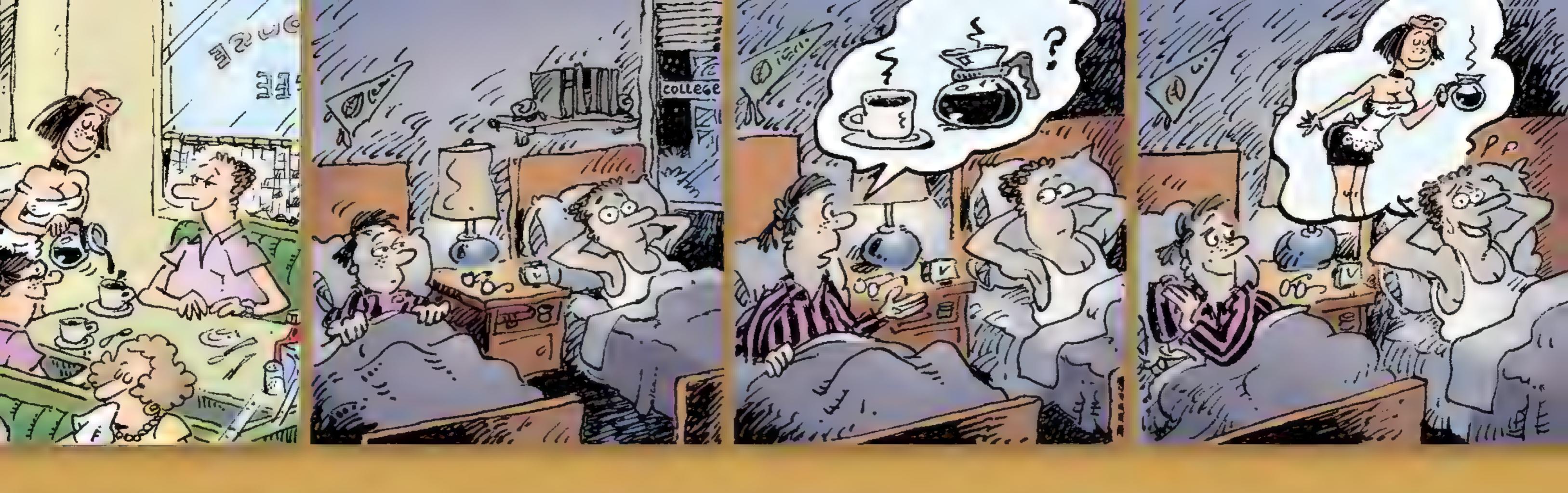














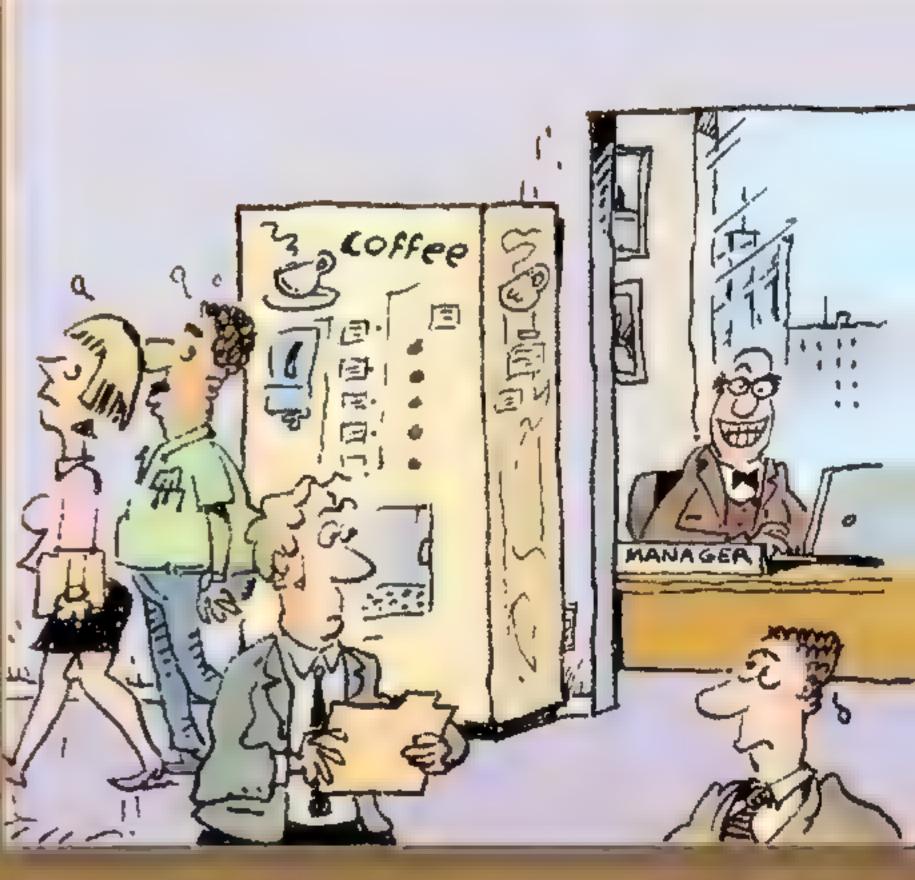




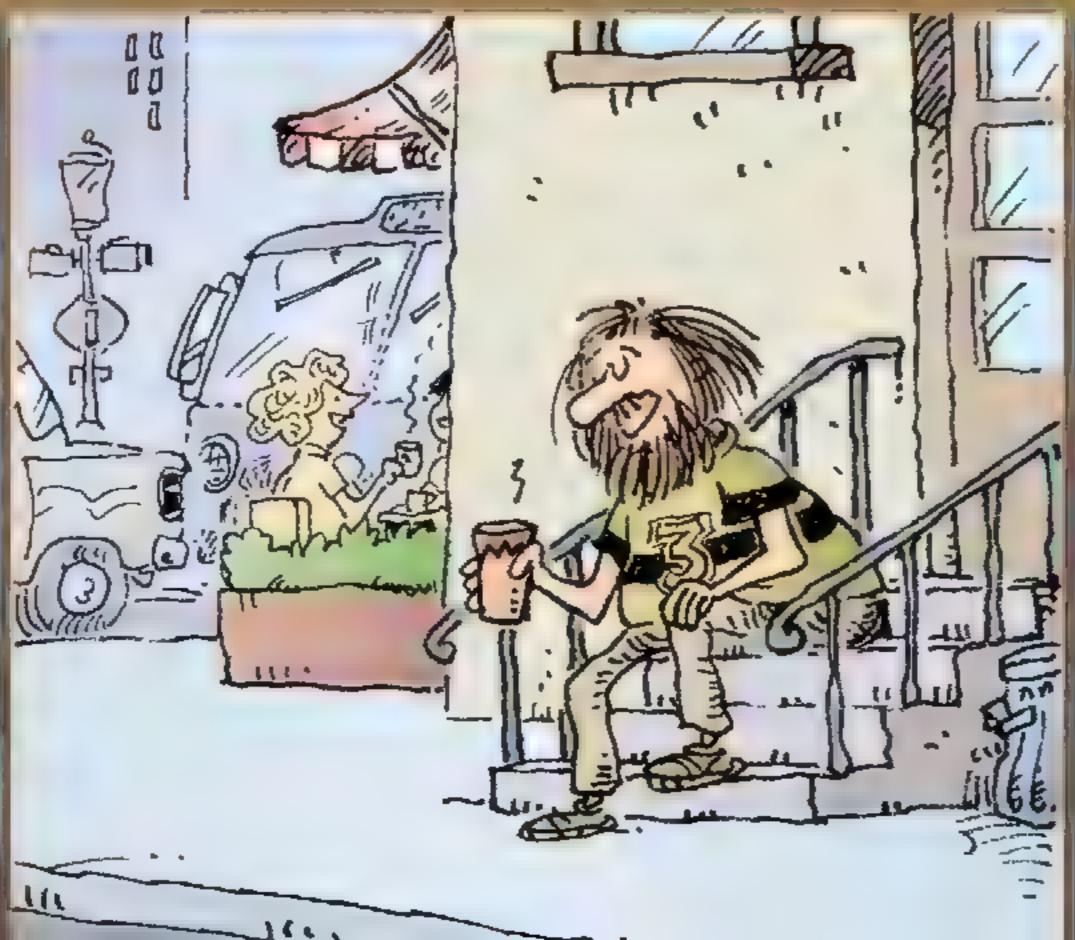














THE WALLS



BIAS BEWARE DEPT.

How's that? You really think voters can size up candidates fairly, without the slightest touch of bias? Not bloody likely, dude, as you'll see when you check out the differences between...

YOUR CANDIDATE

YOUR CANDIDATE

flip-flops on the issues

MY GANDIDATE has redefined his position.

YOUR CANDIDATE

panders to lunatic fringe groups

MY CAMBIDATE reaches out to disenfranchised voters.

VOUR CANBIDATE shamelessly takes contributions from lobbyists and favor-seeking corporations.

Americans have a right to participate in the political process.

YBUR CAMBIBATE surrounds himself with bootlicking toadies.

a team that shares his dream for a better America.

YOUR CANDIDATE mumbles weasel-like rationalizations when confronted with his drinking and womanizing in the past.

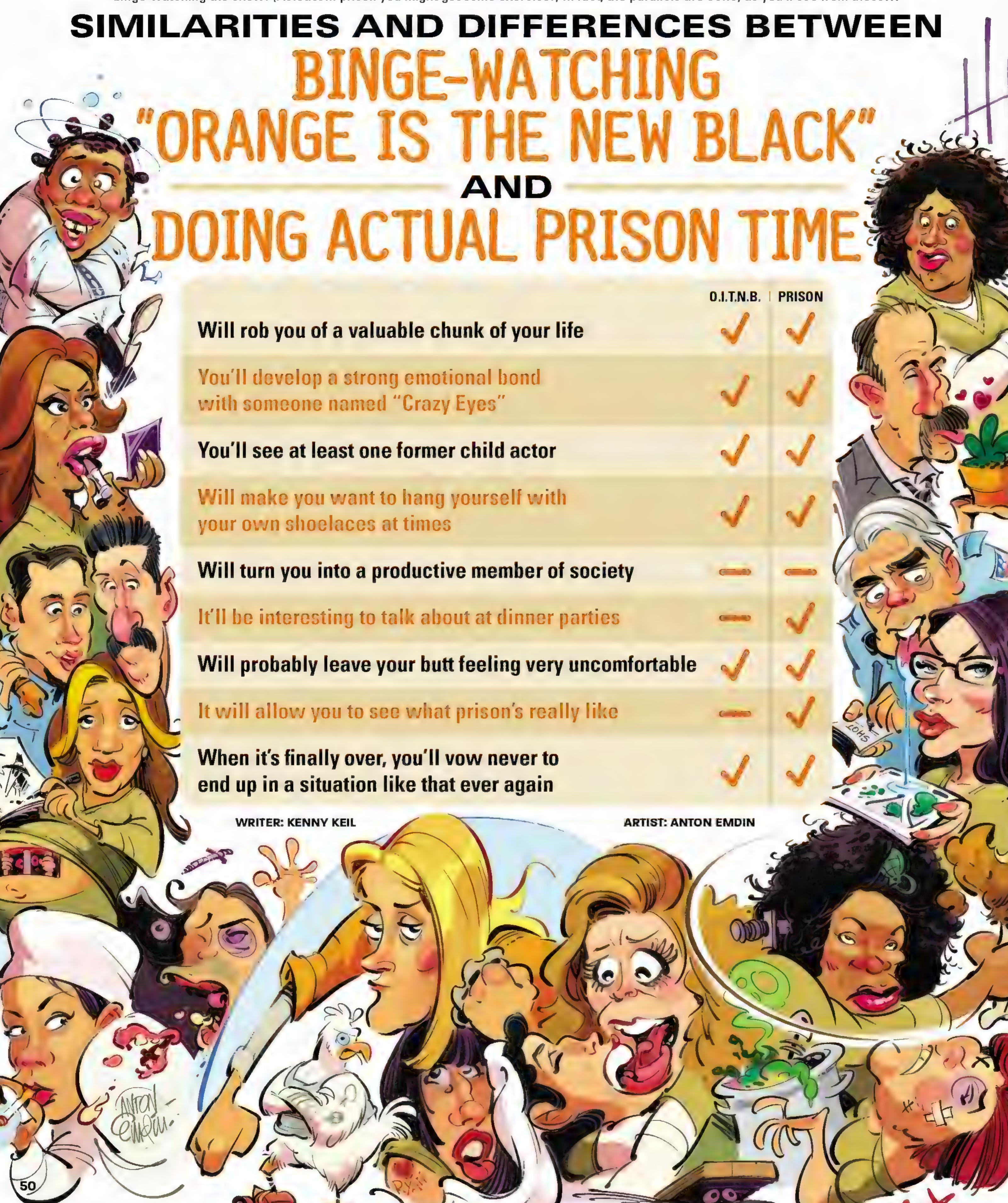
"youthful indiscretions."



SANDIDATE YOUR EANDIDATE stonewalls the press MY CANDIDATE reserves the right not to disclose information that could jeopardize the national interest. YOUR EANBIBATE waffles on the issues MY CANDIDATE sees the merits of both sides of the argument. YOUR EANDIDATE will pack the courts with judicial hacks who'll rubberstamp his extremist agenda MY CANDIDATE will handpick eminent jurists whose rulings reflect the will of the American people. YOUR CANDIDATE sucks up to blacks, Latinos and Asians to get their votes MY CANDIDATE works to bring minorities into the mainstream. YOUR EANDIDATE smears his opponent with vicious lies and personal attacks MY CANDIDATE simply wants to set the record straight.



If there's one thing binge-watching Orange is the New Black has taught us, it's that prison is tough. You're trapped in a tiresome, long-term commitment. You have limited contact with friends and family. But those things are also true about the experience of binge-watching the show! (At least in prison you might get some exercise!) In fact, the parallels are eerie, as you'll see from these...



CATCH UP ON THE STUPIDITY YOU WERE LUCKY ENOUGH TO MISS!



Download the MAD iPad App in the iTunes App Store!



Donald Trump's Presidential campaign has been based on the idea that America needs to become "great again" — but we've got news for The Donald: this country has never stopped being awesome! Sure, we haven't made anything in decades, our schools are failing and our medical system gets more hellish by the day...but in the areas that really count...

America ranks 36th in preventing childhood obesity...

...but we are #1 in the strategic stockpiling of Double Stuf Oreos!

America ranks 13th in arts funding...







America ranks 29th in academic testing scores...

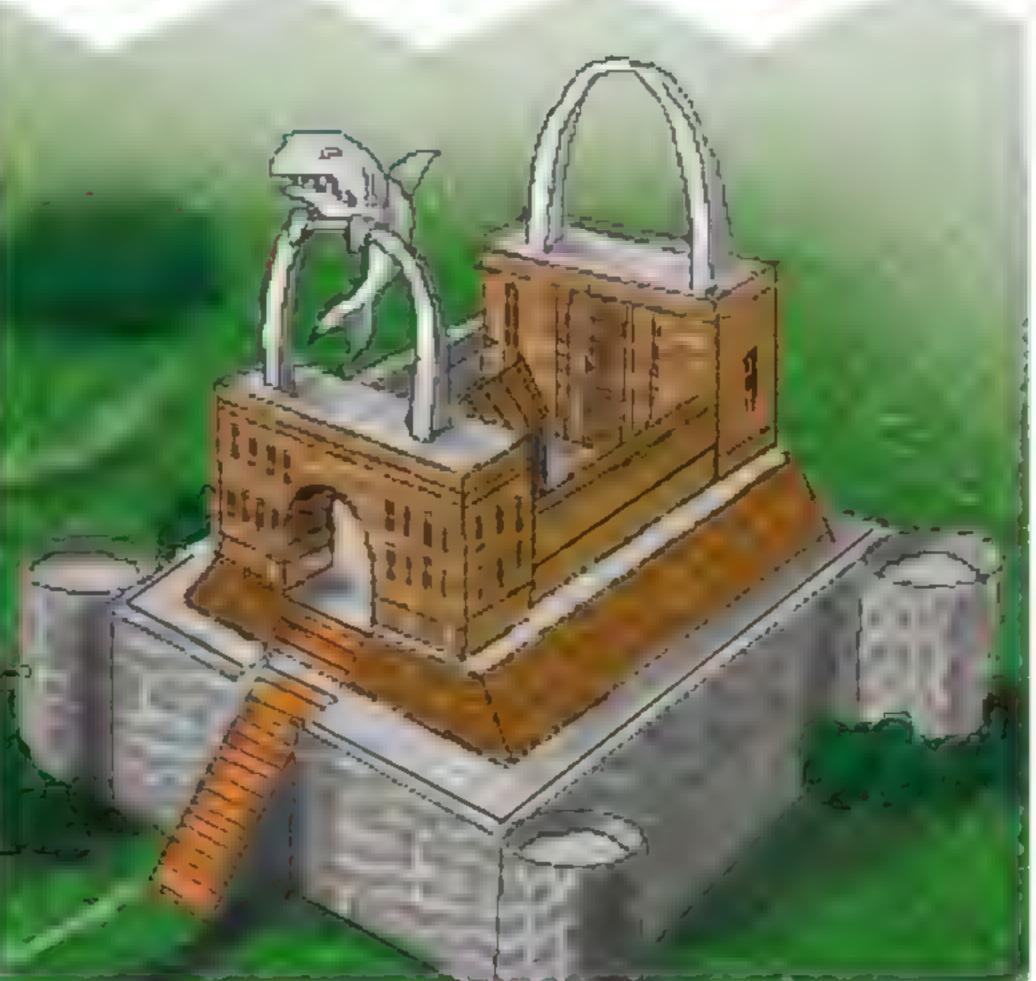




...but we are #1 in taking "Which Game of Thrones Character Are You?" online quizzes!

America ranks 25th in building and maintaining its infrastructure...





...but we are #1 in designing immense virtual *Minecraft* castles topped with two St. Louis Arches and a 500-foot shark doing chin-ups!



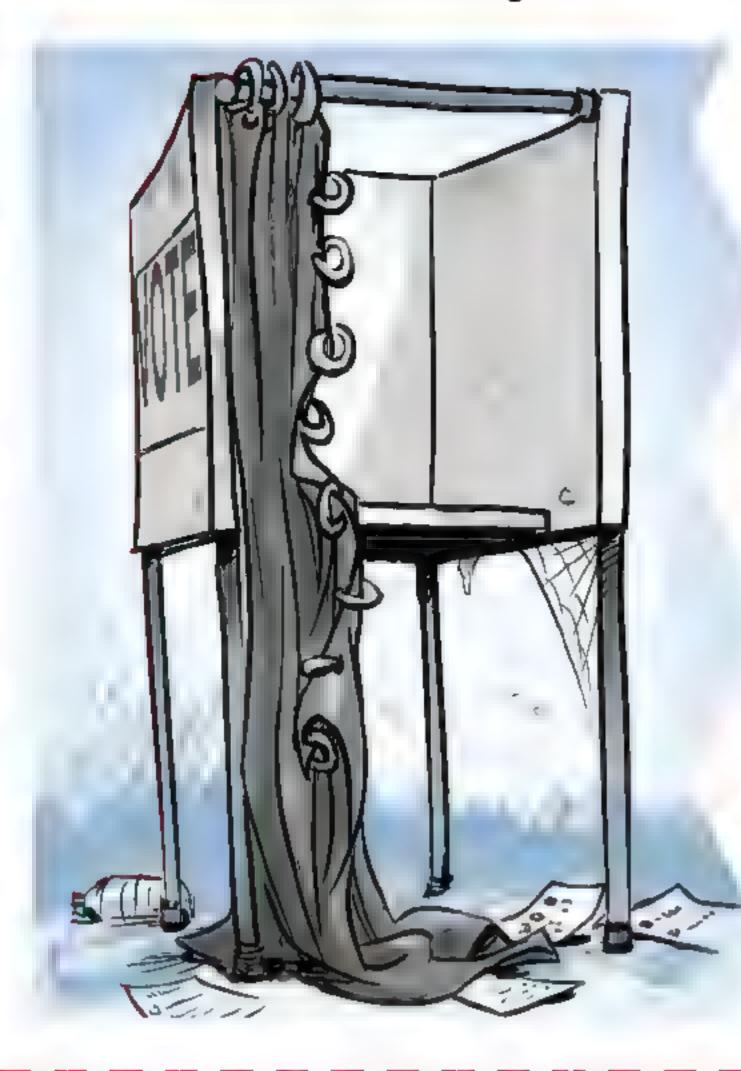


...but we are #1 in people who think the great sculptor and painter Michelangelo ate pizza in a sewer!

WRITER: DESMOND DEVLIN **ARTIST: RICH POWELL**

America ranks 59th in voter turnout on Election Day...

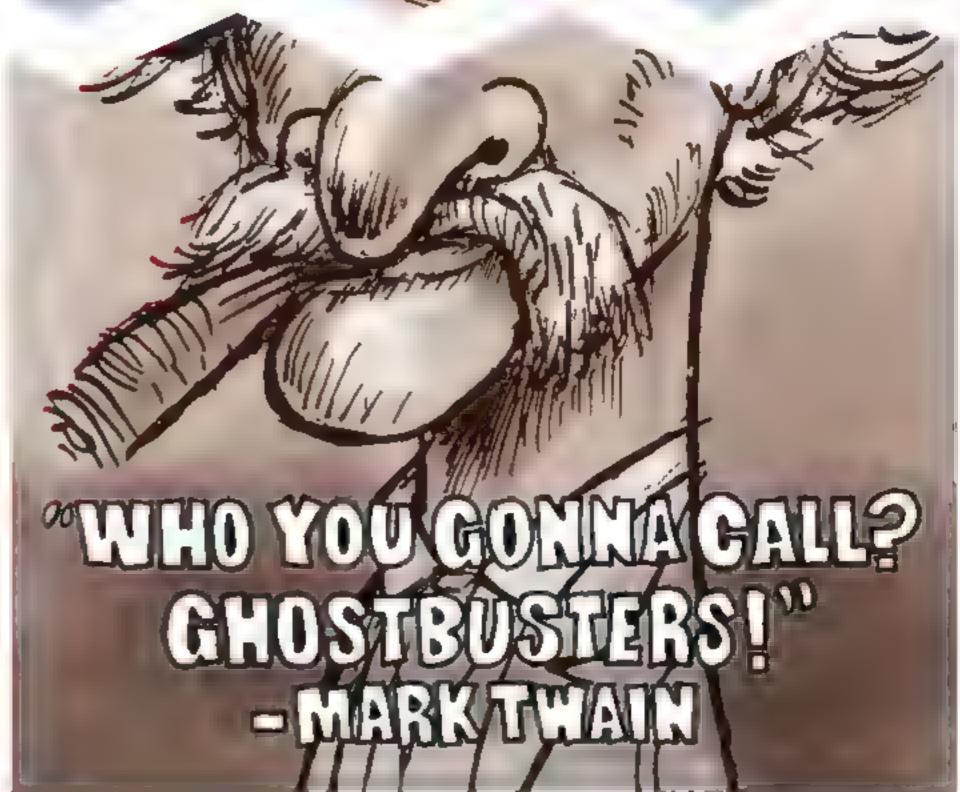
...but we are #1 in stampeding through glass doors on Black Friday to get a wireless headphones "Doorbuster"!





America ranks 29th in literacy...





...but we are #1 in made-up quotes on the internet that are attributed to Mark Twain, George Carlin or Dr. Seuss!

...but we are #1 in leafy Sears

America is 26th in life expectancy...



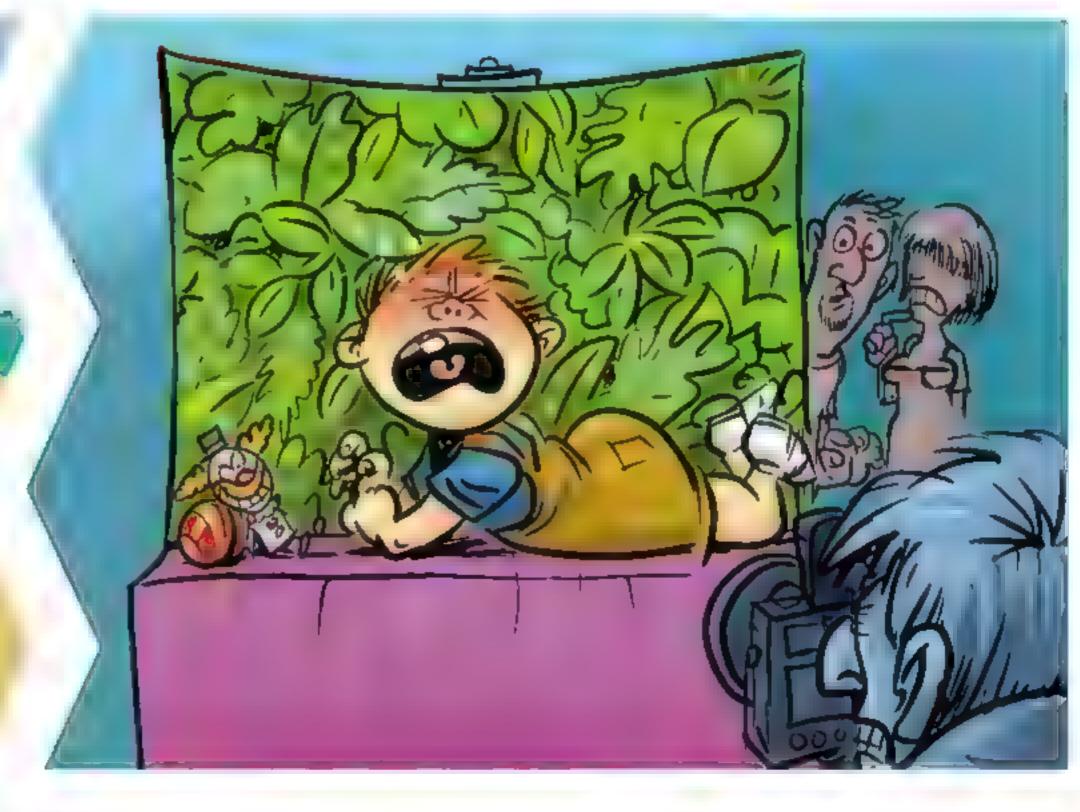


...but we are #1 in creepy eternal afterlives on abandoned, undeleted Facebook pages!

America ranks 107th in protecting its forests...



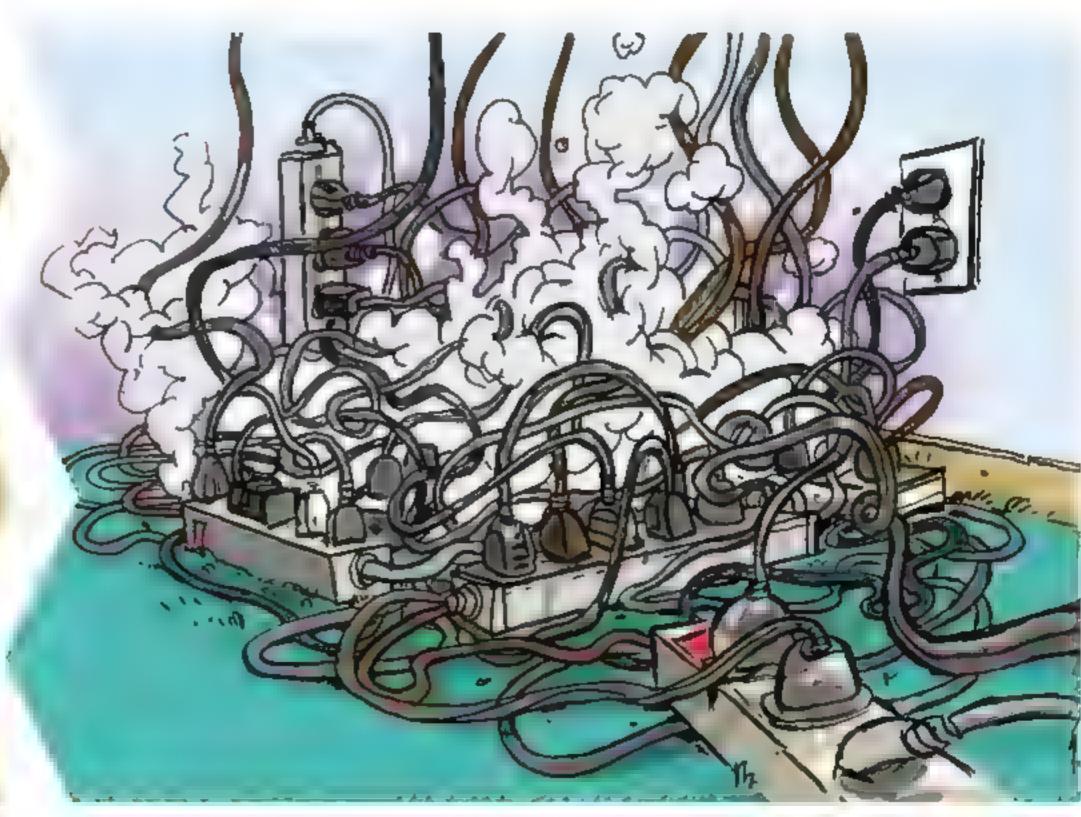
Portrait Studio backdrops!



America ranks 159th for the smallest carbon footprint...



...but we are #1 in plugging six surge protectors into a seventh surge protector!





The historical hip-hop musical Hamilton is being hailed as the most innovative thing to happen on Broadway since sketchy dudes started dressing as Elmo in Times Square. But even though it's become the toughest ticket in the country, there are questions about how faithful it really is to the lives of Hamilton, Jefferson and the rest of the Constitution Crew. Here, then, are a few of the most glaring...



Nowhere in the Oath of Office does an incoming President have to swear that he "likes big butts" and "cannot lie"

It's true that Alexander Hamilton died in a shootout — but there's no record of his last words being "Thug life"

At the Continental Congress, everybody didn't really throw their hands in the air and wave them like they just didn't care. In fact, only 14 delegates threw their hands in the air, eight waved them around, and six had serious misgivings about the whole thing

In real life, George Washington could barely rap eight bars without his wooden teeth falling out

Oddly, it completely overlooks Abigail Adams' legendary beatboxing skills

The election of 1800 was decided by a dance-off. However, Thomas Jefferson's winning "stanky leg" move would not be invented for another 20 years

The founding fathers' countless sex scandals are greatly downplayed — though, to be fair, not a whole lot of words rhyme with "syphilis"

George Washington did not, in fact, dab across the Delaware

Aaron Burr was actually the first patriot to sag his pantaloons and wear a powdered wig sideways, but Hamilton totally bit his style

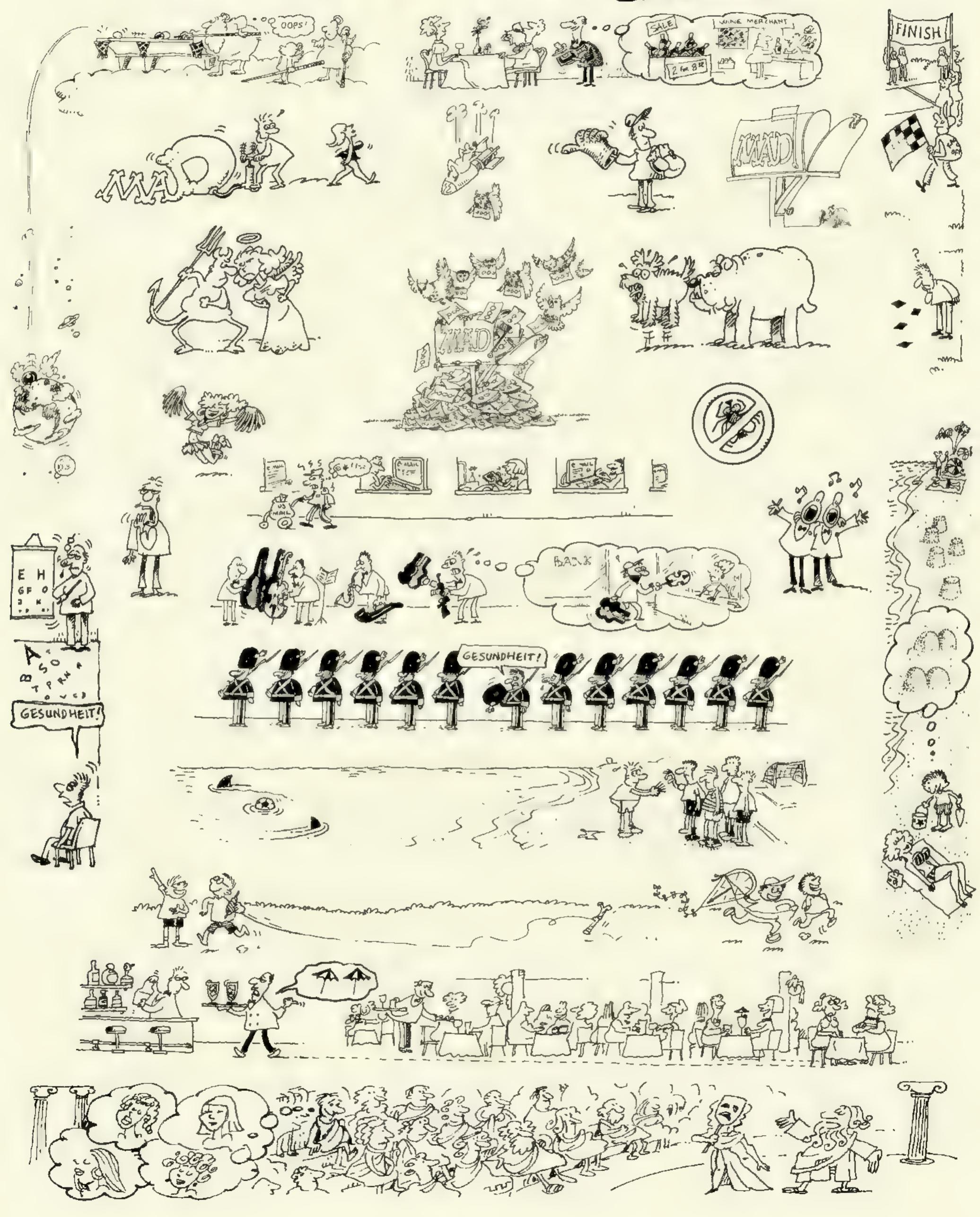
The preamble to the Constitution doesn't really start with "My name's Alexander Hamilton, and I'm here to say..."

The Gap-Toothed Gallery





DRAWN OUT DRAMAS by Seggio Arresin S





NO LAUGHS
ON THIS PAGE —
JUST LIKE ALL THE OTHERS
BEFORE IT AND AFTER IT.

WHO ARE THE BIGGEST IDIOTS IN AIR TRAVEL TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

It's a complex issue and it easily goes over our heads, but something has to be done. There's simply too much stupidity in the air and the worst part is, it's not clear who's in control. To find out which jerks are doing the most damage, fold page in as shown.







AIR TRAVEL IS ALWAYS DANGEROUS. AIRLINE PERSONNEL ARE ILL-EQUIPPED TO HANDLE IT. THE REAL DRAMA IS DETECTING DANGER EARLY, IF EVERYONE OPENS THEIR EYES, WE'LL THWART THE PERPETRATORS







WHAT BELOVED, LEGENDARY BALL PLAYER IS A POOR BET TO MAKE THE HALL OF FAME?

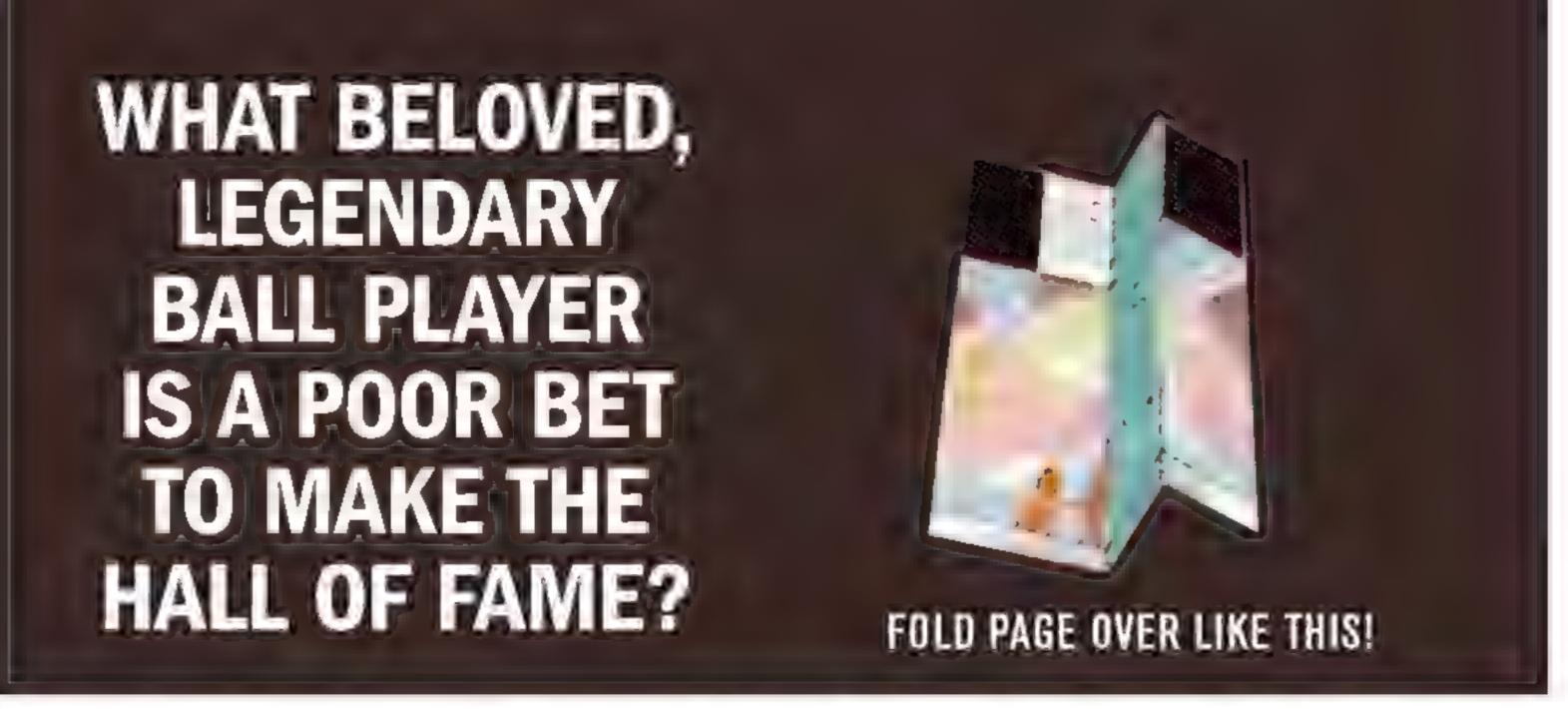
HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

"Like a fading rose" is how a certain ballplayer's chance of getting into The Hall of Fame is described. "For Pete's sake, this is not fair!" is the cry heard from many fans. To find out who they're yelling about, fold page in as shown.



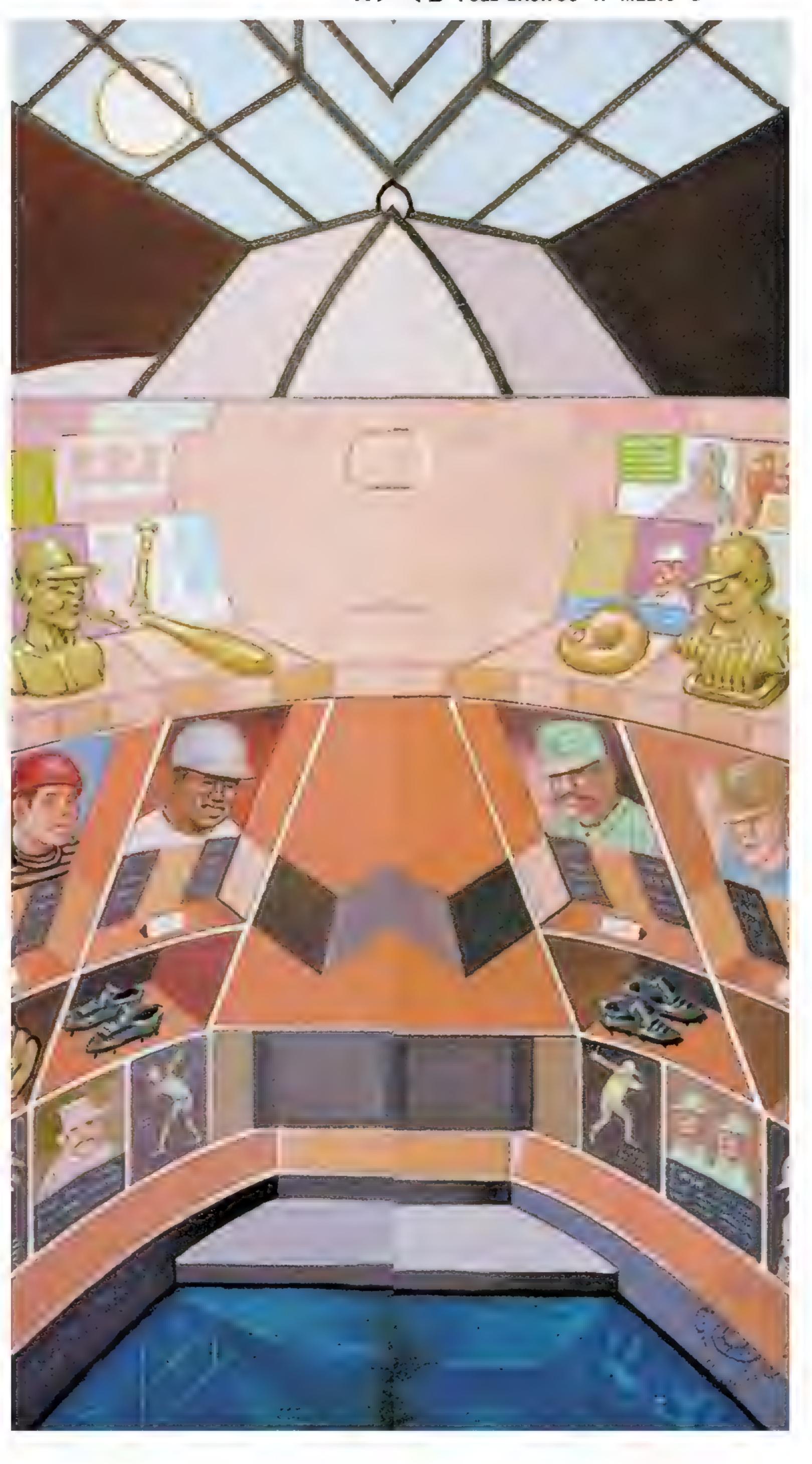


A HALL OF FAME NOMINEE'S CHANCES PETER OUT IF HE'S BAD. LIKE A THORN ON A ROSE HE'S BOUND TO IRRITATE THOSE WHO JUDGE CHARACTER ABOVE ALL ELSE. HALL OF FAMERS MUST NOT LIE OR GAMBLE OR CHEAT. OTHERWISE THEY ARE SURE TO BRING DISGRACE ON THEMSELVES AND LET THEIR FANS DOWN.









CHARLIE

BROWN.

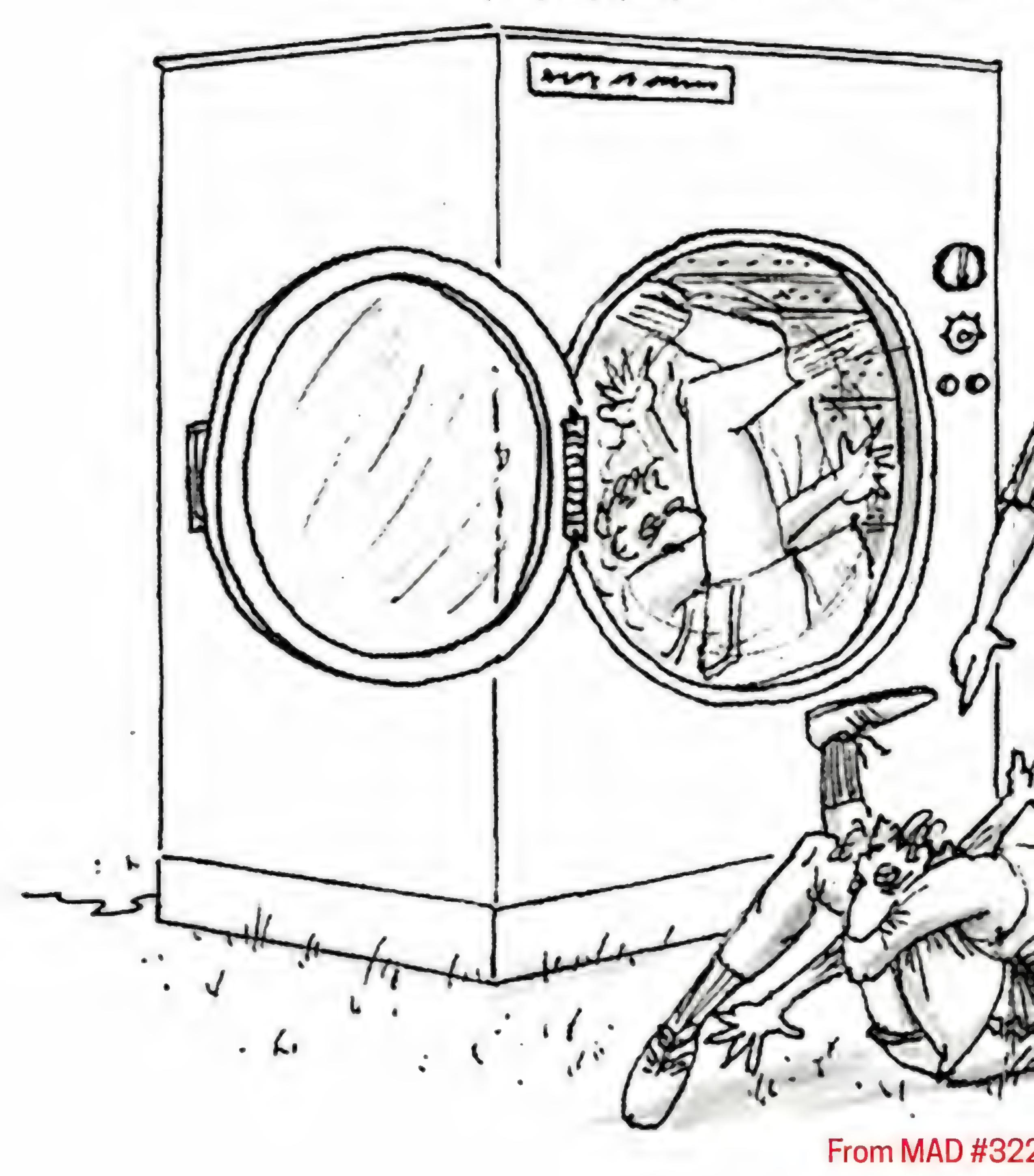
A►◀B

WARNING: DO NOT READ THIS! MOVE ON TO THE NEXT PAGE.





According to WebMD, once you catch Olympic Fe you're dead! If that's true (and why wouldn't it be — vents for the dearly departed? Why indeed?!? Not we brought this serious issue to light over 20 years at the premise is old, the jokes are as fresh as a day-throwback! We think it's just a matter of time be play-by-play at events for athlete



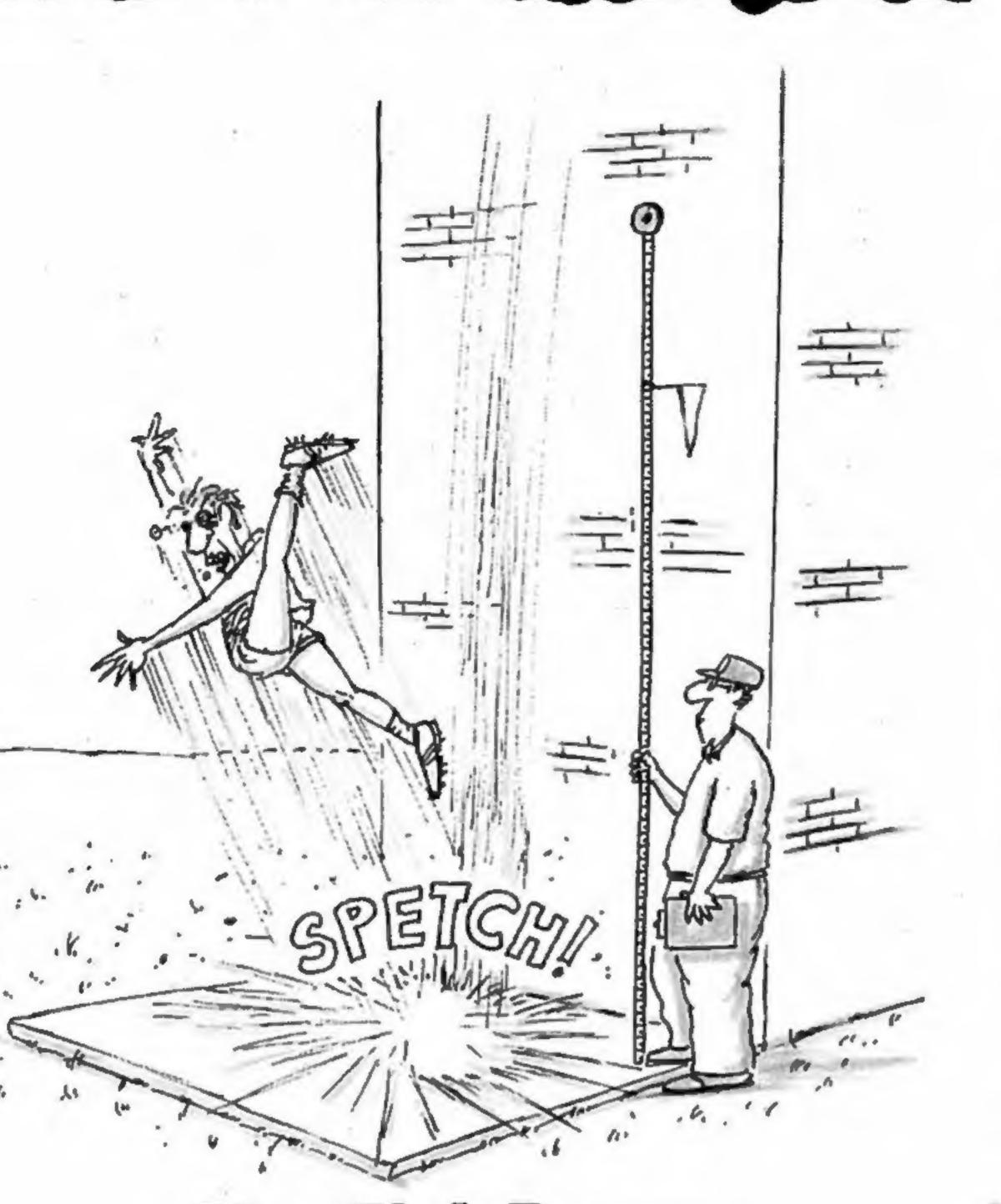
CCLUSIVE!

ver, there's no getting rid of it — ever. Even once we read it on the internet!), why are there no Olympic vanting to leave anyone out of the Olympic-style fun, ago with "Olympic Events for the Dead." Even though old corpse, so enjoy this decaying digital exclusive efore a breathless Bob Costas will be doing the

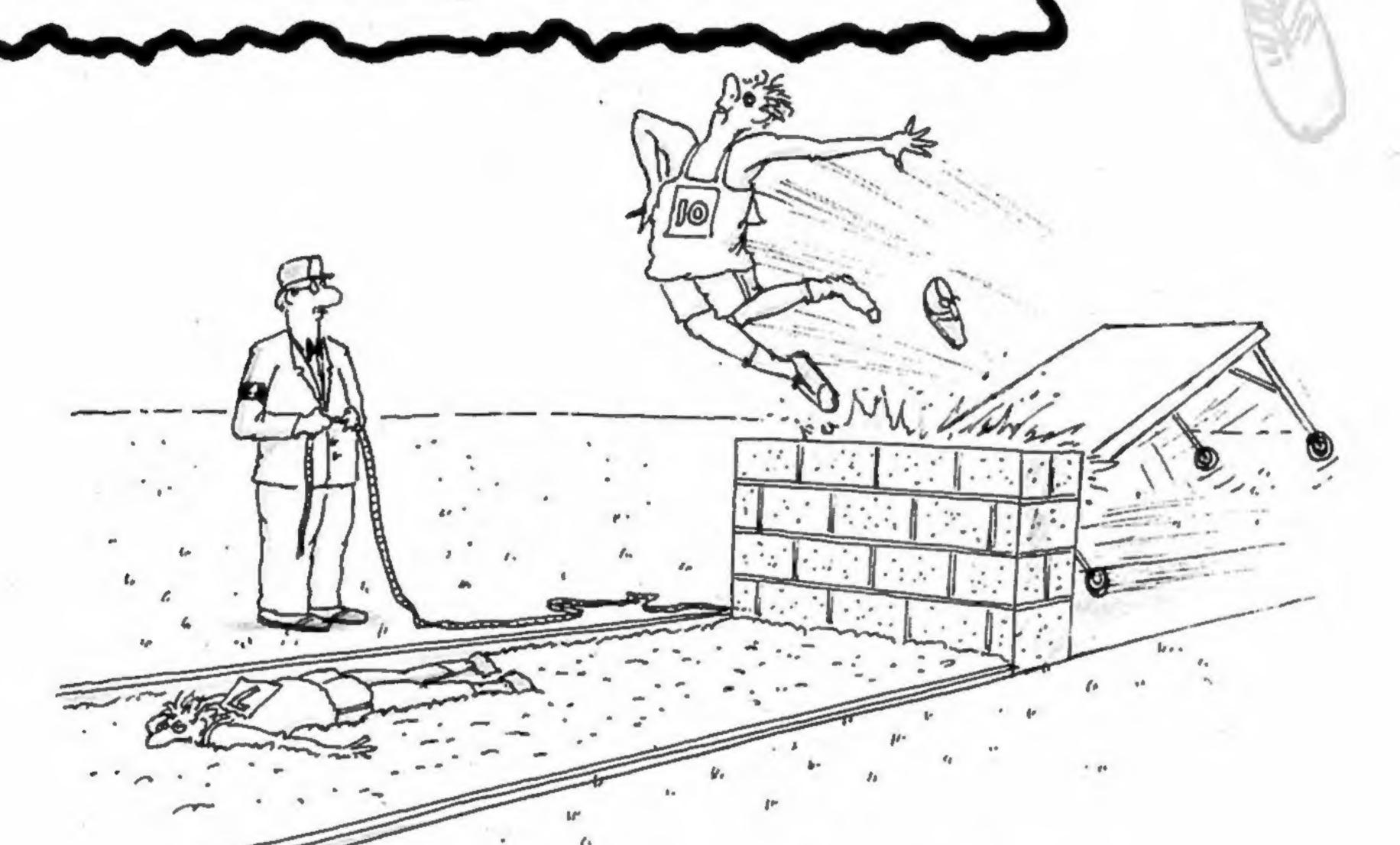




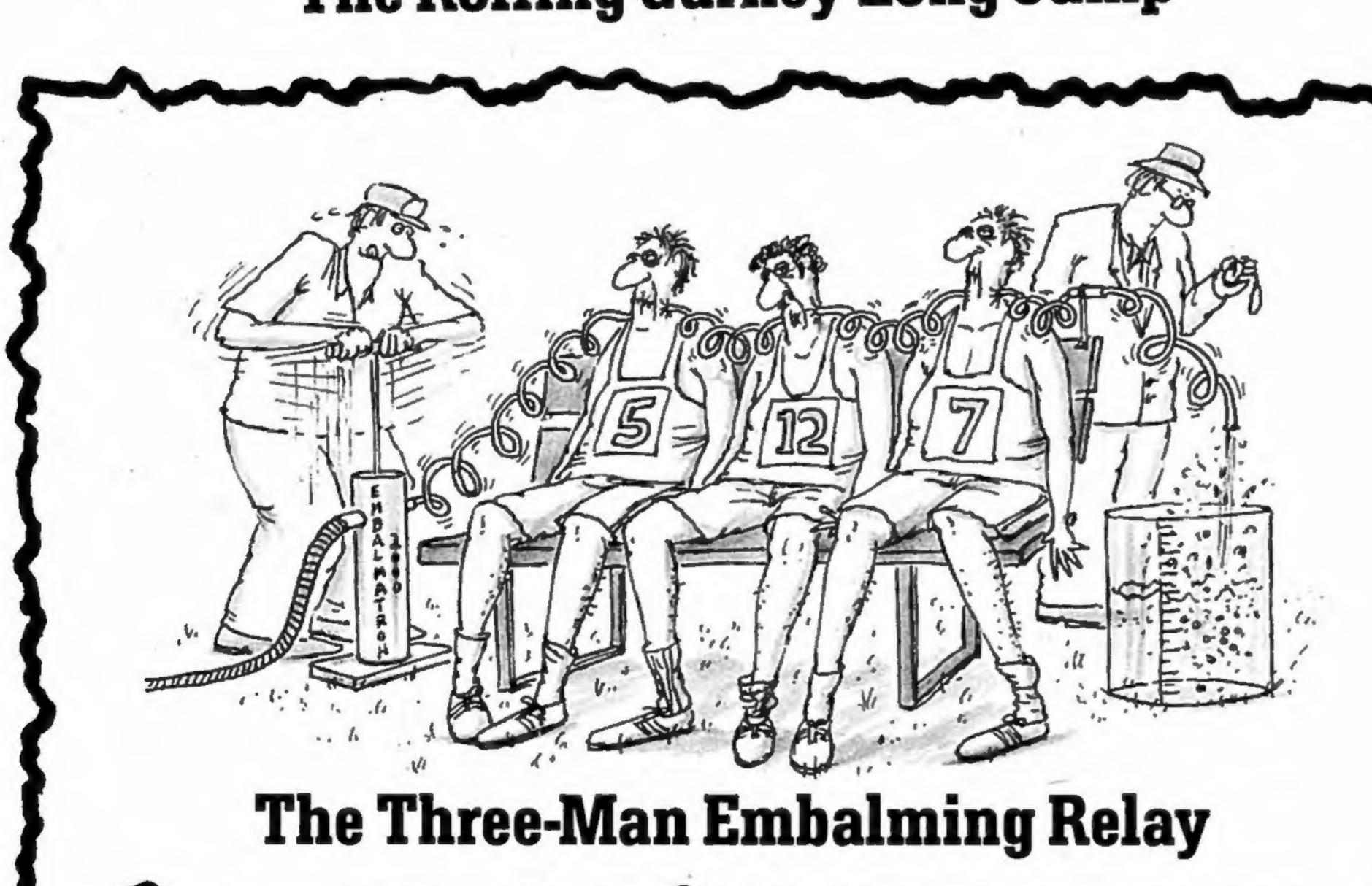
The thrill of victory, the agon

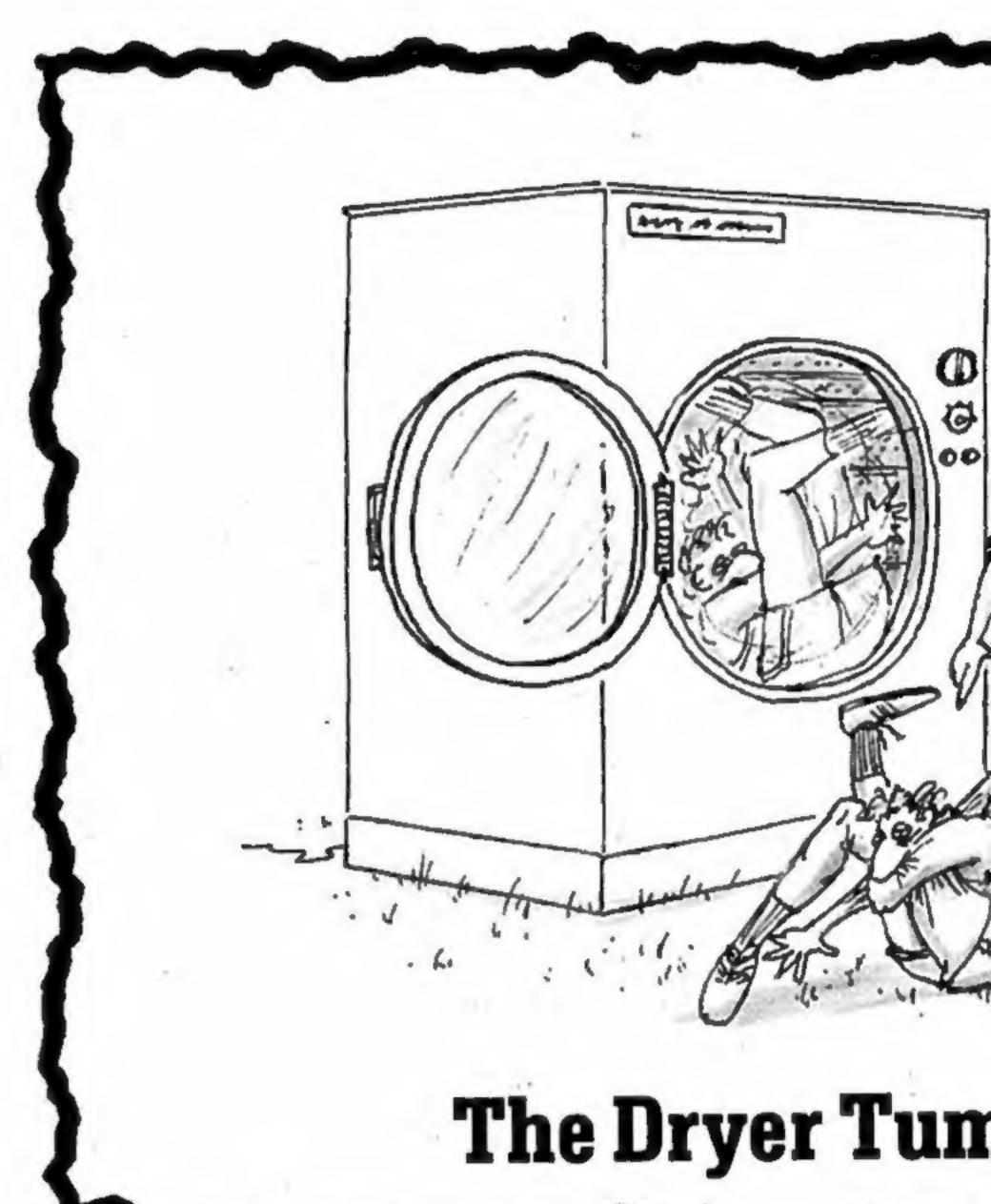


The High Bounce



The Rolling Gurney Long Jump







y of deceased! Presenting...

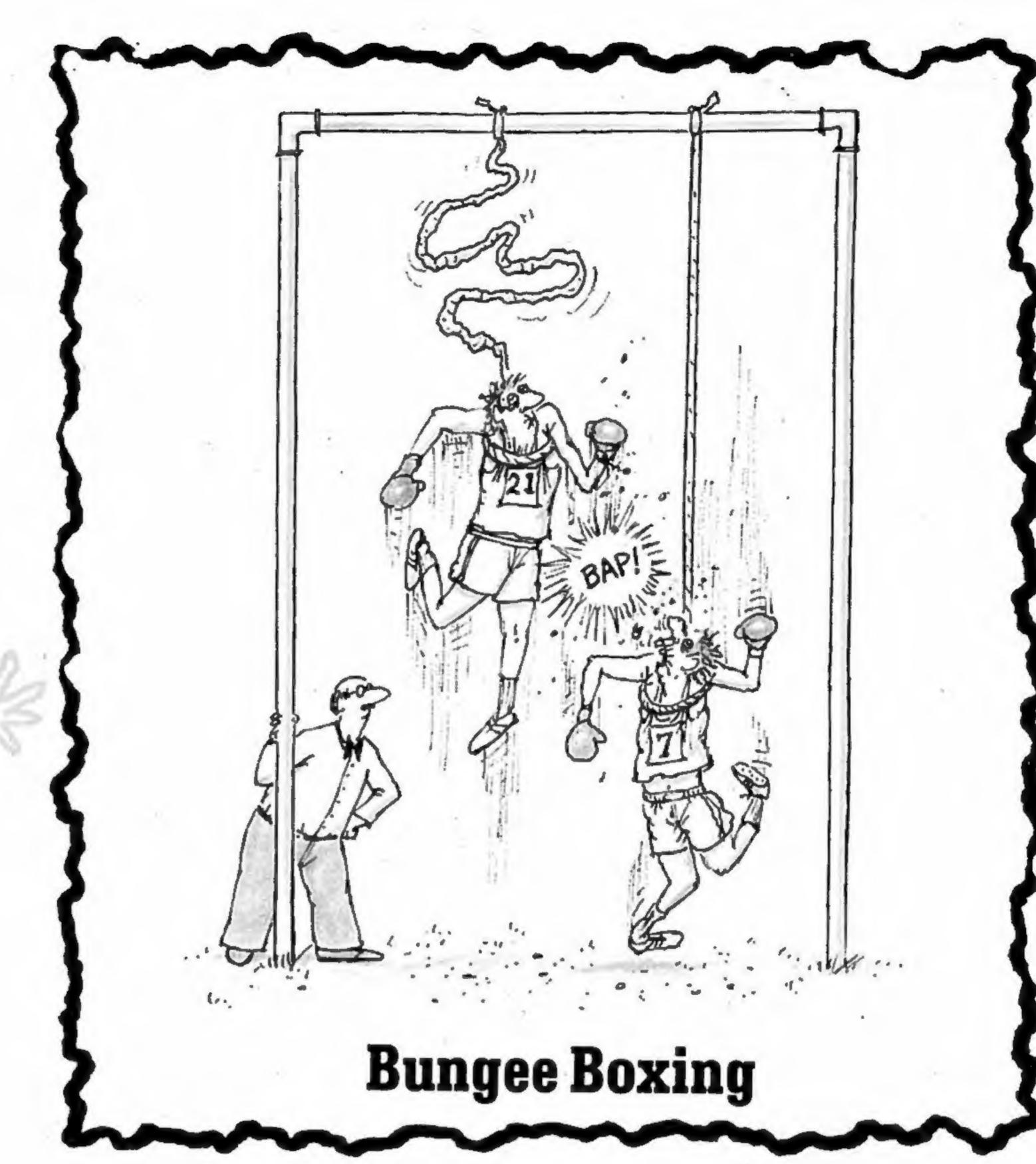
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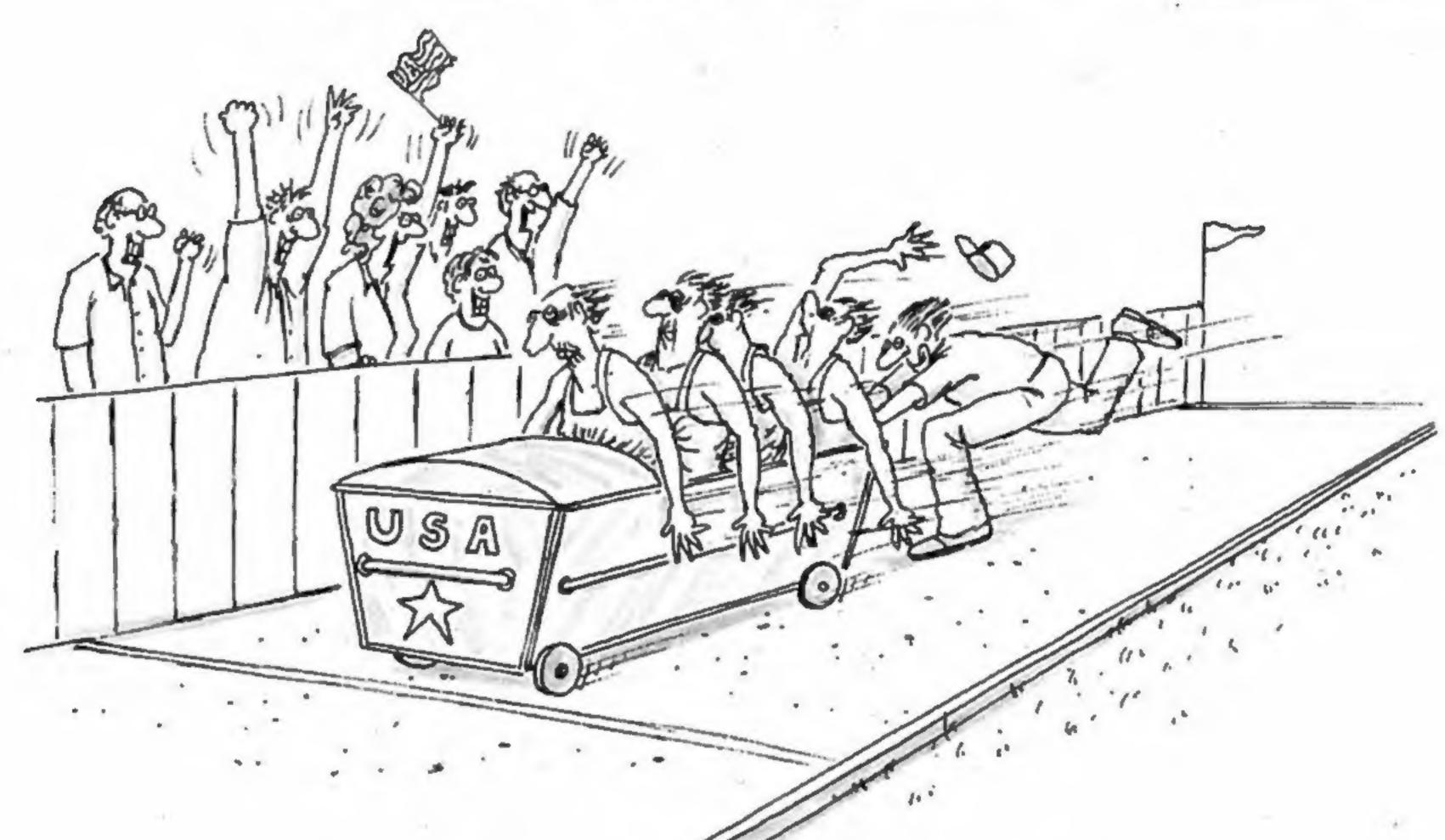
ARTIST AND WRITER: TOM CHENEY



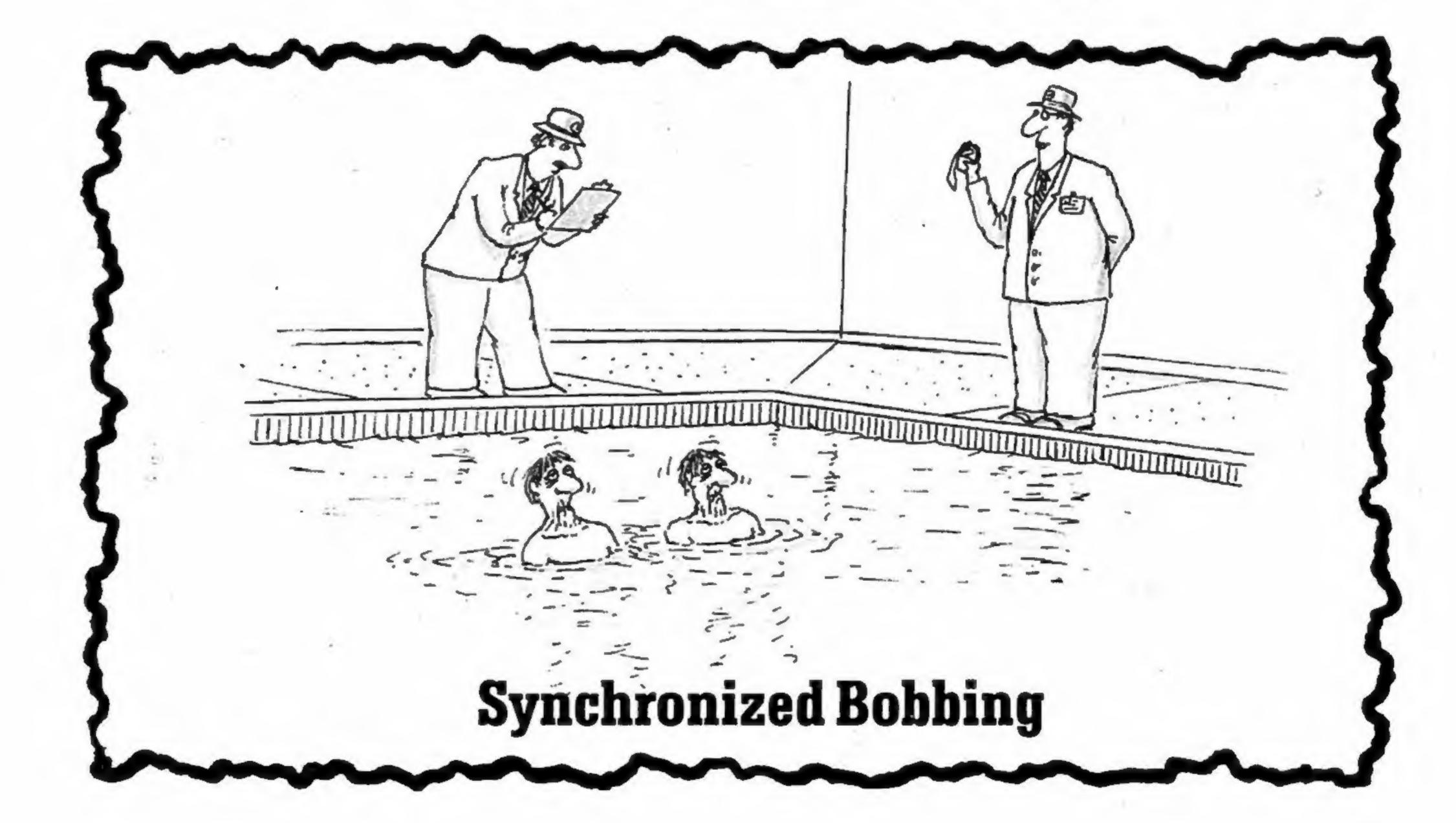
able Top-Knot



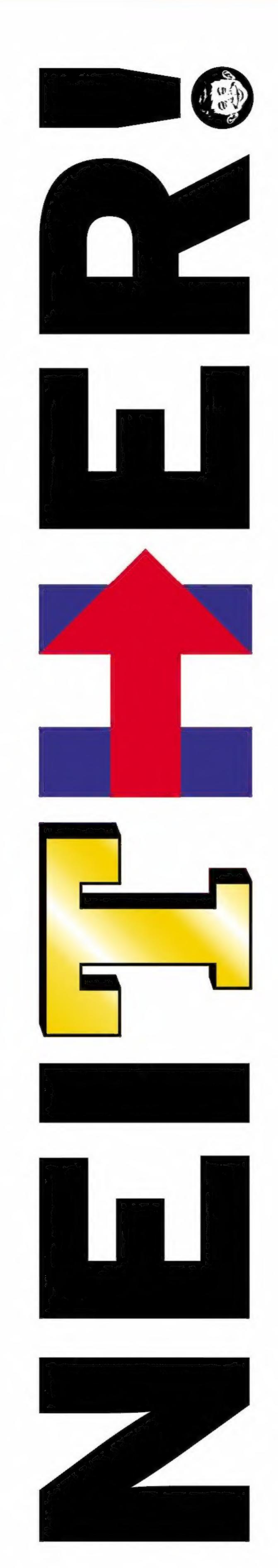




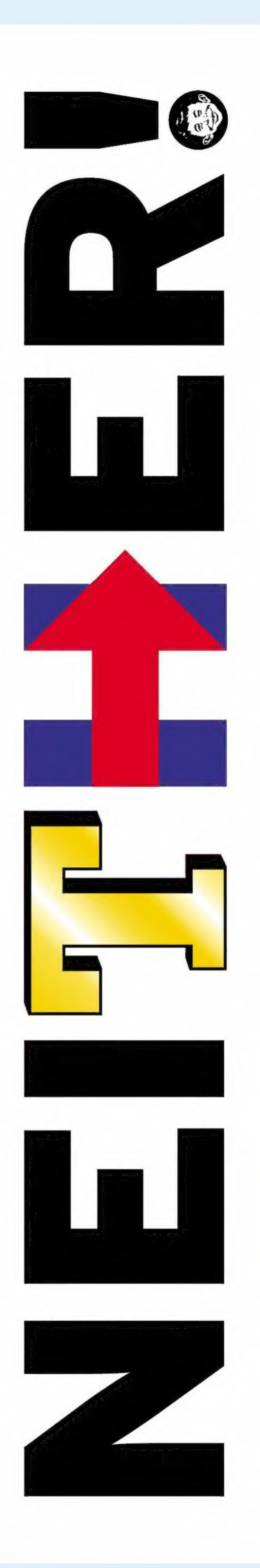
The Four-Man Bob-Coffin



A MAD NON-ADHESIVE BUMPER STICKER



A MAD NON-ADHESIVE BUMPER STICKER



stickers and display them proudly! support for our Presidential nominees

A MAD NON-ADHESIVE BUMPER STICKER